The Financial Post

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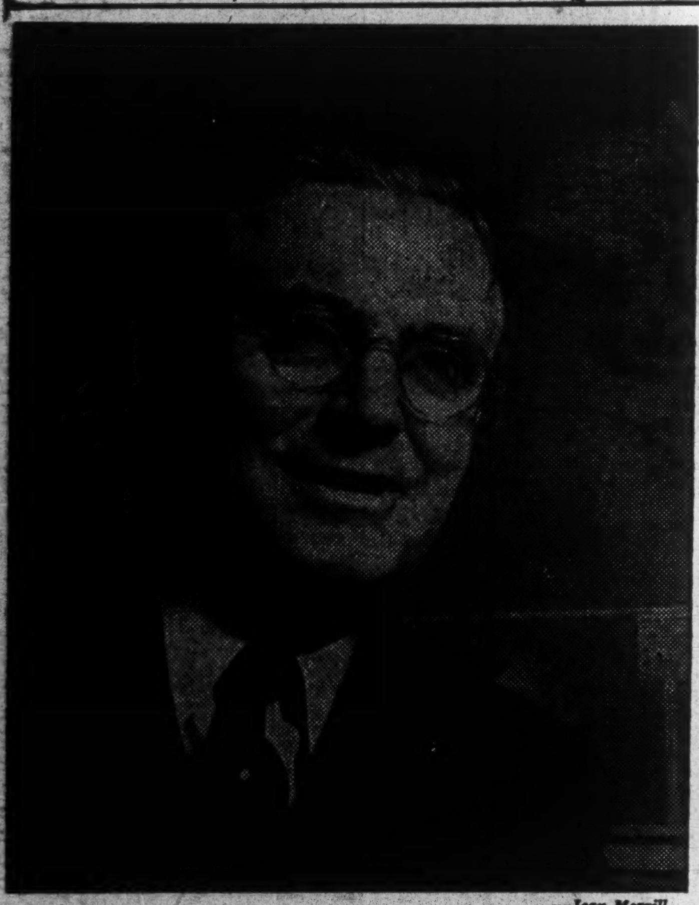
Salesman-Peacemonger



—Jean Merrill

Harold Victor Lush, as 1948 president of the five-year-old Canadian Exporters' Association, becomes tactical leader of 725 companies selling Canada's war-famous maple leaf quality mark to the four quarters of the world. His goal: Warmer international friendship through wider trade. Mr. Lush, 58, is president of Metal Stampings Ltd., Toronto, and one of the nation's largest makers and salesmen of aluminum cookware. Sketch on page 6.

THE NATION'S BUSINESS

More Trade, Not Less Must Be the Aim

We hope the people who are working out ways of meeting Canada's dollar problem know about two monkeys down in the United States.

These two monkeys were put by a researcher in separate cages side by side. In each cage was a coin-operated vending machine. One coin dropped in the correct slot produced food; another type of coin in its proper slot produced water. Before long, the monkeys got the setup figured out, learned to use the right coin for water, the right one for food.

Then the researcher tried something else. One monkey got coins good only for water; the other monkey coins good only for food. There was fierce chattering from the monkey cages, much angry stamping from the thirsty monkey and from the hungry monkey.

But it didn't last long. The monkeys were smart. They were soon exchanging coins through the bars. Both were soon contentedly fed—with food and water.

Here we Canadians are with our economy functioning at the highest level in history. So is the American. But we stand on the verge of a new era of restrictionism with all its inevitable miseries because, unlike the monkeys, we haven't found a way to get enough of the right kind of coins to supply our needs.

Reorganize Two Economies

Far more important than the nature of the measures for dealing with our dollar crisis which Ottawa will probably announce at the special session in December is this:

Canadians at the top level of government and business have to get down to the job of reorganizing the relations of the American and Canadian economies. That is the only permanent solution. It's got to be done for the health of both.

Canada has reached a stage where it must insist upon a squaring of our accounts through a more generous tariff and industrial policy on the part of the United States.

We've got to be more realistic and courageous in our trade negotiations with Washington. Too long we have negotiated there in a tone of timid pleading. We have failed to educate America as to the facts of our economic inter-relationship; the indivisibility of our national welfare.

A more favorable tariff relationship with the United States would bring about rationalization on a North American basis of many of our industries.

Take the auto industry, for example. The plants in both countries are owned by the same firms. The cars are the same. On balance, the auto industry is a serious and chronic drain on our dollar resources. Why not put it up to the auto companies that they reorder their affairs so as to balance the industry's dollar account? That would call for adjustment of tariffs both ways.

Another example: The United States depends very largely on Canadian raw material for its fine paper industry. Its tariffs on these grades are towering. To its own advantage and to ours, those tariffs should come off. With a larger fine paper industry established in Canada, we should enormously strengthen our economy, go a long way toward redressing our exchange unbalance, therefore continue and improve our capacity to buy from the United States.

Steel is another example. Are we going to sell the iron ore from the Quebec-Labrador field merely to feed U. S. furnaces? Or are we going to suggest that as new steel mills are built on this continent, some of them be built here in Canada where the ore is produced?

Economic Surgery Needed

Finance Minister Abbott has well emphasized the fundamental character of our problem; the fundamental nature of the surgery needed to fix it. Speaking at the Canadian Exporters' meeting in Montreal, he said:

> **"The present Canadian dollar problem is as much a danger to the stability of the U. S. economy as it is to ours. It is in the interest of both countries that measures to facilitate the further development of exports including manufactured goods be adopted, particularly where the raw material essential for such production is indigenous to our country and can be processed here to the mutual advantage of all concerned."**

The ferment on these matters now going on in the minds of businessmen is very significant.

R. F. Chisholm, vice-president and general sales manager of Gordon Mackay & Co. Ltd. spoke what was in the minds of many when, at the Exporters' Convention, he observed:

> **"I am pleased and impressed to find some of my friends who are Canadian manufacturers and exporters now say that they are past the stage where coddling is required; and that they have now arrived at an age of maturity and strength in their own right and that they would welcome some reciprocal measures for increasing international trade. It is grand to hear some manufacturers who for years have required protection from U. S. competition now say that they would welcome a chance to have a crack at that market of 140 million people. And on even terms."**

How widespread the low tariff or no tariff sentiment now is in Canadian business, it is impossible to say. High tariff sentiment has been deeply entrenched for years. It has been often suggested of late that many business heads don't yet realize how much their own thinking has changed, and that their assistant executives don't make public their difference of opinion on that topic. But certain it is that developments of recent decades have brought important changes in this regard.

More than once at these meetings the subject of U. S.-Canada economic union has been mentioned. "Nobody seemed to bat an eyelid," one observer said.

Boost Tariff Rates To U.K. Ere January

Believe Government to Ask Quick Action on Geneva Terms; "Dangerous" to Let Them Hang Fire

OTTAWA (Staff) — Two reasons are cited here as linking the special assembling of parliament on Dec. 5 with the Geneva trade and tariff agreements.

The most important reason is the profound effect which these pacts are expected to have on Canada's business, agricultural and industrial life. A second reason is to obtain from Parliament, authority to increase certain rates against Britain and Empire countries, now bound under the Ottawa agreements.

It is not generally realized that these new agreements will set a completely new pattern of trade conditions for a substantial section of the Canadian economy. The general order tariff concession, is said to be approximately 25%, but many items will be affected to a greater degree. The maximum authority granted U. S. negotiators by Congress is a 50% reduction in tariff.

Might Prove Dynamite

Announcement of the detail of these new tariff rates on Nov. 18 is likely to have startling economic and political repercussions. To let these smoulder and possibly explode through the 10 weeks which would normally elapse before Parliament meets, would, it is argued, be dangerous and unwise.

Even now, the Government has had to accept considerable responsibility for these pacts, in view of the fact that no Minister had even seen the proposals until they had been virtually signed, sealed and delivered in Ottawa by Hector McKinnon. It was thought wise to have Parliament meet as quickly as possible so that it would have a chance to discuss these before they actually come into effect on Jan. 1.

Another important reason is that the Government has no authority to make any increases in the Canadian tariff.

Although never admitted officially, it is now well known that several increases in the Canadian tariff against British and Empire goods, are contained in the new agreements. These were forced on Canadian negotiators when it was found necessary to make concessions on certain preferential items in order to meet U. S. demands.

Unless Parliament approves these increases before Jan. 1, they could not become operative at that date. That would mean that only the decreases would come into effect at the New Year.

Meanwhile, the Government is making preparations for a Canadian delegation to attend the International Trade Organization conference at Havana on Nov. 21. Dana Wilgress, Canadian minister to Switzerland, who has been head of the Canadian group at Geneva, is expected to lead our delegation at Havana also.

The ITO meeting will be at ministerial level but, in view of Parliament's assembling and for other reasons, it will not be possible to spare a senior Minister at that time.

The Havana meeting will have as its chief business, the scrutiny and approval of the International Trade Charter in the form in which it was agreed to at Geneva. This meeting is under United Nations auspices and all member nations will be invited to attend. Russian countries are not expected to attend, however.

B.C.'s First Steel Mill Will Roll Light Shapes

From Our Own Correspondent

VANCOUVER — What may be the beginning of the long-sought British Columbia steel industry, Vancouver Rolling Mills Ltd. is scheduled to begin production here by the end of January in a newly built plant with annual capacity put at over 20,000 tons of light rails, angles, channels, structural shapes and reinforcing rods. The development has given rise to new hope for early utilization of B.C.'s iron ore deposits.

The plant, financed entirely in British Columbia, will reheat and roll ingots made from local scrap in city foundries. It is financed privately by the four directors: Ronald L. Cliff, president; C .D. Hobbs, managing director; Scott Keenleyside, secretary-treasurer; Leon Ladner, K.C., director and legal advisor.

They hold $100,000 in debentures. Of 1,000 authorized preferred shares with par value of $100 each, half are issued to and held by the directors; of 1,000 authorized no par value common shares, half likewise are issued to and held by the directors.

Incorporated in British Columbia four months ago as Pacific Alloy Corp., the new firm last week changed its name to Vancouver Rolling Mills. Adoption of the temporary name is said to have been a device to "keep the project quiet."

On a 12-acre site in the southwest section of the city, a block and a half from Fraser River shipping facilities, the 18,000-sq. ft. main building is nearing completion, with B. C. Electric Railway spur. Already installed is a 12-in., six-stand mill capable of turning out rods. A 500-horsepower plant, made in Eastern Canada has arrived and awaits installation. It is expected that a "hot bed" 100 ft. long will be installed soon to roll small rails, angles, channels, etc.

The new mill probably will be able to collect a bounty of a $1 a ton from the B. C. Government on the steel shapes it rolls. To encourage start of a steel mill, the Legislature provided in an Act passed many years ago that a plant turning out 20,000 tons or more a year would be able to collect such a bonus for up to 10 years. The government payment is promised any mill able to produce this amount; it need not actually produce 20,000 tons to get the payment. As Vancouver Rolling Mill capacity is rated above that figure, it is thought the directors will seek the grant.

With recent rapid increase in population and expansion of secondary industries, it is thought that a mill will now be profitable and likely to expand in time to smelting its own ore.

Admen to Spend More in '48

But Will Demand Sales Results from Every Dollar

By WALLACE GILLESPIE

Here's a very significant indication of the level of business next year, because what advertisers plan to do will reflect their thinking about the outlook for their sales volume.

Advertising expenditures will be still heading upward in 1948, although not so rapidly as during the last two years.

Canadian advertising agencies expect total billings will reach a record high of $68 millions next year. And this does not cover all advertising expenditures. Past D.B.S. statistics would appear to foreshadow a total of around $193 millions.

A Post survey of advertising agency heads finds the consensus to be that 1948 billings will be 10% higher than 1947. This year billings are estimated at about 10% over last.

Here are some of the reasons they cite:

1. New products are appearing on the market and old products are returning in better supply. Manufacturers, old and new, are anxious to establish what their position will be in the postwar market. This spells competition, harder-selling, and more advertising.

2. There has been a general rise in the price level. This means that, even without greater physical volume of sales, dollar volume is rising. If a constant ratio of advertising to sales volume is maintained, this means more dollars for advertising.

3. Before the war there existed a traditional relationship between advertising and sales. Advertising expenditures have increased, but sales have increased more rapidly. There is, therefore, room for further expansion of advertising expenditures before the 1939 ratio is reached.

4. Some publications have increased linage rates. Though the advertiser has been compensated by increased circulation, it takes more money to maintain the same spread in the same publications.

5. It takes a bigger advertising space to be recognized today. When one person is advertising on a large scale, others have to follow.

6. Cost of producing advertising has increased. One agency head says artwork costs 50% more than three years ago, while engraving and electrotyping cost 25% more.

7. The trend in magazine advertising is toward the use of color. Rates for this are generally 25% higher. Cost of preparing a color advertisement is greater.

Increases Widely Spread

Are any advertisers expected to stand out as chief contributors to this over-all increase in expenditures? Most agency men think increased budgets will be fairly general. Some are looking more specifically at the automotive, food, drug, soap, and household appliance people for increases.

New models of cars are a reliable stimulus to advertising, as makers strive to "put across" their distinctive features to the public. Removal of the sugar ration will permit the makers of a wide variety of products, formerly limited by their sugar content, to go out aggressively after sales. Radios, toasters, irons, etc. are back in greater supply. Here is how one agency head summarizes the situation:

"In the low-price mass merchandise field, production is catching up with demand, and advertising will be sustained or increased. Where production hasn't caught up, advertising will at least be sustained."

Will any advertising medium benefit more than others from the

(Continued on page 2, col. 3)

PRICES

Gasoline, fuel oil and other petroleum products came in for sharp price boosts this week. The increases range from 7/10c. to 1½c. a gallon on gasoline and ½c. to 1½c. a gallon on fuel oil. This brings fuel oil in the Toronto area to 15c. a gallon (The Financial Post, April 5, 1947) and premium grade gasoline to 37c. a gallon at many Ontario points.

An increase of 20c. per barrel in crude oil prices in the U. S., an increase of 10% in rail freight rates in the U. S. and increased expenses connected with present unprecedented demand for petroleum products are chief reasons advanced by major Canadian refinery companies for the price boosts. Canada currently imports about 90% of her crude oil, mostly from the U. S.

Sugar price increase of 1c. a lb. that accompanied Government removal of rationing controls this week will likely be reflected in the price of several consumer items using substantial quantities of this sweetener. Bakery and candy officials had nothing to say at midweek about effect on prices of their products. The boost covers not only the regular statutory import duties concurrently being reinstated, but also the increased costs of cotton and jute bags and other materials, Finance Minister Abbott stated. Price ceilings are to be retained, however.

Factories Up Roads Decline In Oct. Awards

Canadian building and construction contracts awarded in October at $75 millions stood 2% higher than a year ago but off seasonally 2% from the month before, according to figures of Maclean Building Reports Ltd.

The ten months total at $623.3 millions is up 8% from the 1946 period but, with allowance for decline in purchasing value of the building dollar, physical volume of operations is seen down from a year ago.

Engineering construction awards declined for the first time this year. At $12 millions in October they were off 37% from a year ago and 41% from the month before. But at $155.4 millions for 10 months, engineering still had a 43% edge over 1946.

Housing awards at $17.7 millions in October were down 18% from a year ago and 21% from the month before, with a ten months total of $163.7

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Canadian Tobacco 'Bargain' if U.K. Can Spare Funds

OTTAWA, (Staff)—Both sides are reported as "thinking hard" after visits here recently of topflight British tobacco authorities.

The British want Canadian tobacco. Canadians want to sell it; the only question at issue, is whether the British feel they can afford it.

Obviously Canadian tobacco is a "bargain" in view of the fact that the British pay only 50 cents of hard cash (U. S. funds) for every dollar's worth of tobacco they buy. Whether the British feel they can spare this many U. S. dollars is the big question mark. It was reported still unanswered when U. K. authorities left here.

Embargoes, Loan, Gold Aid Among Moves on $ Front

But Main Effort is General Tariff and Trade Overhaul Aimed at Increasing Trade and Tackling Longer-term Fundamental Problem.

By KENNETH R. WILSON

OTTAWA, (Staff)—Announcement that the Canadian Parliament will meet on Dec. 5, seven full weeks ahead of regular schedule, provides the key to the new "national policy" of dollar conservation and trade expansion expected to be unveiled at that time.

There is still a possibility that the steps the government intends to take towards dollar conservation may be announced in advance of Dec. 5. This would depend on how serious is the deterioration of the dollar position in the next few weeks. It would also depend on ability of government officials to get the details of the program cleared with United States and ready for implementation as working administrative policy.

The preference would apparently be to wait until Parliament assembles in December and announce the new program much as a budget speech is announced. But other considerations may dictate an earlier unveiling.

Adverse Balance Grows

For example, advance buying by Canadians in the United States in anticipation of Christmas needs and the imports of embargoes, is said to be reaching record proportions.

With the adverse trade balance already at the $720 million mark for the first nine months of the year, the 1947 deficit on trade account is now expected to top the billion dollar mark. After allowing for various credits and debits, this would mean for 1947 a drain on Canadian dollar reserves of possibly $750 millions. This would bring the government's dollar pool down to the bedrock figure of $500 millions.

But the real significance of the early Parliamentary session and its association by the Prime Minister with the Geneva trade pacts, is that it fits precisely into the sort of pattern that has been emerging here in recent weeks.

The government is apparently eager and determined to show that its main purpose and convictions centre around the principles of "expansionist multilateral trade." Possibly the chief reason no action was taken earlier to stem the dollar drain was a fear that such action might jeopardize the Geneva negotiations. Now that Geneva has succeeded, it will become the keystone of the government's new policy of "dollar diplomacy."

Will These Steps be Taken?

The Geneva pacts apparently form the starting point of larger trade opportunities for Canada. Geneva may not go far enough; Canada must take further steps to increase her exports and particularly her dollar sales. Thus:

1. Present embargoes against Canadian foodstuff exports to the United States will most likely be removed.

2. Purchases from the United Kingdom will be stimulated.

3. Negotiations will most likely be undertaken (if they have not already begun) looking towards an even greater freeing of the trade channels between Canada and United States than is contained in the Geneva pacts.

Included in the export expansion program will most certainly be some form of "incentive" bonus to stimulate gold production.

Against this backdrop of "constructive" measures to expand Canadian trade and especially Canada's dollar sales, the temporary and emergency program of restrictions, embargoes, quotas, etc., will be presented.

Restrictions will probably be watered down as much as possible by means of some form of direct borrowing in United States. As well, it is confidentially expected that in one form or another, at least some part of the $7 billions of U. S. dollars which the United States is expected to earmark in 1948 for its European recovery program will find its way into Canada.

Would Hit Luxury Trade

For a short period of time, the restrictive feature of the Canadian dollar conservation program will be both important and painful.

Most recent estimates suggest that if necessary, between $200 and $300 millions could be saved by putting the luxury trade between Canada and United States on a ration of "quotas" or "token imports." To do this would mean a lot of upheaval and trade dislocation—as well as a certain inflationary pressure on the whole Canadian economy.

Restrictions will also include some curb on Canadian tourist expenditures in the U. S.

But the emphasis will be towards considering these as temporary or emergency measures—measures only to be imposed for perhaps a relatively few months while the more positive and constructive part of the program is getting under way.

This presumably explains why Prime Minister King in his announcement last Thursday, was at such pains to stress the purpose of the Dec. 5 parliamentary

(Continued on page 2, col. 2)

What Caused Reds' Tribune To Fold Up?

Was Lack of Labor Support, Anti-Communist Feeling, the Reason?

This week, the Communist movement in Canada suffered its worst defeat and humiliation in a long time: The Daily Tribune was forced to suspend publication after six months. Since the first issue appeared on the streets of Toronto, May 1, the paper had lost over $100,000. Starting this week, The Tribune reverts to a weekly.

"The Tribune was the best paper ever published in our country," said Toronto Alderman Charles Sims.

"A hard blow to the labor movement," said C. S. Jackson, Electrical Workers head.

Hidden deep in the last editorial of Editor Leslie Morris was what many people thought was the real reason for failure. ".....The difficulties of circulation and maintenance...were rooted in the conditions of this year — the as yet undeveloped unity within Canadian labor..."

In other words, labor unions generally declined to support The Tribune financially. This was no surprise to those watching what had been going on. From the lists of financial supporters it was not hard to see that the support was coming mainly from leftist unions and organizations.

Many people felt that what Morris referred to editorially as the "undeveloped unity within Canadian labor" actually was the recently developed unity against what he and The Tribune stand for. They felt that The Tribune had been swamped in the surge of anti-communist resentment sweeping the country.

The first intimation that all was not well came two months ago when the staff was forced to take a 20% salary cut. At least one editorial writer quit over this action. This and other economies cut the weekly deficit from $3,500 to $2,000 but that was the best that could be done.

The decision to bow out of the daily field, at least "temporarily," was taken simultaneously at meetings of certificate holders in Ontario and Montreal. However, the real burial was performed in Toronto.

7,000 Top Circulation

There, General Manager Oscar Kogan revealed the Foundation Fund which financed the paper had fallen $28,000 short of its objective of $250,000. Visions of a circulation of at least 15,000 failed to materialize. The closest they got to it was 7,000. Advertising was negligible; there was no national advertising whatever. The heaviest regular spender for Trib space was a Toronto furniture firm which took about 60 lines a day or about one eighth of a small tabloid page. Other ads in the last issue were from bookshops, gramophone shops, some wrestling promoters, and a few others.

Income amounted to $256,000. Of this only $45,000 was from revenue-producing sources such as advertising and subscriptions. The rest came from contributions to the Foundation Fund.

Expenses amounted to $266,000. This included capital expenses of $96,000 for plant and equipment (including a new rotary press and a building); $2,676 for office equipment; $2,571 for a Jeep delivery wagon; $445 for photographic equipment; office, circulation supplies on hand, $732;

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Inside News

Larder Well Stocked

A nation, like an army, "marches on its stomach"; and Canada today finds herself in a position of singular good fortune and high responsibility, in helping to fill the food needs of war-ravaged nations. The Financial Post presents its annual survey of the Dominion's food industries (pages 17 and following).

What Can We Spare?

If Canada's dollar crisis makes it necessary to curtail imports, such non-essentials as cosmetics, jewelry and furs should head the list, Canadians answering a Financial Post questionnaire suggest. Some urged that a more constructive course would be to increase the volume and value of Canadian exports. (P. 13.)

Cheque Totals Higher

Cheques cashed at Canadian clearinghouses during September totalled $5,934 millions, an increase of almost 1% over the same month of 1946, reflecting increased economic activity in the Dominion. Financial statements of five chartered banks which closed their fiscal years on Oct. 31, are expected to show earnings higher than a year ago (p 27).

Money Rates May Harden?

Demand for Dominion of Canada long-term bonds remains fairly steady at present price levels; but as insurance against hardening money rates and a consequent decline in price, MacNab's investment manager sells a Dominion bond and a CNR bond, and re-invests the proceeds elsewhere. MacNab's high grade bond account is now 42% of the value of his total portfolio. Managed Investment (p 5).

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Seek Extension Control Powers Until March 31

OTTAWA, (Staff) — When Parliament meets on Dec. 5 it will be asked to pass special legislation extending operation of the Transitional Measures Act 1947 until April 1, 1948.

This Act is the blanket authority under which some 50 orders-in-council are authorized and which extend the government's wartime emergency powers into certain specific fields such as rental control, price control and so forth.

This statute was due to expire 60 days after the assembly of Parliament in 1948 or on March 31, 1948, in any event. But a special clause stipulated that in the event of Parliament's being summoned in 1947, powers of the Act would automatically cease at Dec. 31, 1947.

This clause caused some concern in connection with the proposal to summon Parliament in December. Now it is planned to submit legislation annulling the 1947 "closure."

The Pace of Business

Stocks staged rally Tuesday when N. Y. market closed. Industrials were appreciably better. Volume and interest considerably higher in junior golds, with numerous issues active on ore news. Base metals have improved, with Inco declaring extra. Western oils a strong spot.

Subscriptions for savings bonds, second series, totalled $77.1 millions for 381,320 applications to Oct. 31 ($75.3 millions for 426,917 applications in same period of 1946 campaign).

October building awards showed $1.7 millions increase at $75,035,800 compared with 1946, MacLean Building Reports Ltd. states. Cumulative total shows $44.4 millions increase to $623.3 millions.

A 2.8 point rise in DBS cost-of-living index to a new high of 142.2 occurred in September. Increase, attributed to Government's decontrol program, matches similar 2.8 point rise of August.

A 25% increase in house building in 271 municipalities occurred first nine months of 1947 (23,019 completions vs. 18,474 in like 1946 period).

Wheat flour production in Sept., 2,481,189 barrels (2,227,748 year ago). Aug.-Sept. cumulative, 4,893,583 barrels (4,386,375). Wheat used in making Sept. flour 11,199,740 bu. (9,938,159).

Primary silver, lead, zinc output dropped in August; silver 1,062,360 fine oz. (1,155,447 year ago); eight months 7,670,069 (8,893,136). Lead, 13,612 tons (14,901 year ago); eight months 107,410 (123,501). Zinc, 16,709 tons (19,424); eight months 139,294 (161,171).

Copper, nickel output rose in August. New copper production in all forms 18,035 tons (14,678 year ago); eight months 148,845 (121,304). Nickel, 9,918 tons (7,819); eight months 77,758 (61,807).

Men's Dressing Gowns

A most diversified selection of robes that it's fun to stay home in awaits your inspection at EATON'S! Dress up for those long winter nights ahead!

Choose from English or domestic lines . . . wools, rayons, silks, or cottons . . . from striking patterns in plaids, plains, paisleys, stripes, polka dots . . . or perhaps you prefer a finger-tip length leisure jacket. All have that full, free-and-easy cut you want in your lounge wear . . . to really relax!

EATON'S

Bigger Advertising Budgets Are Planned for Next Year

(Continued from page 1)

predicted increases? The answer is almost unanimous: there will be no significant change in the relative positions of media during1948. Over the long haul, some see reasons why radio men might do a little worrying. Network radio is becoming more a matter for the very large advertiser, and some advertisers are said to be weary of wondering what Petrillo will do next.

One reason why no imminent change is foreseen in the relative positions of media is that, in some cases, space and time are still scarce. If an advertiser tosses away the association he has built up with one medium, he may not speedily make satisfactory arrangements with another.

What are the chances of being able to place advertising next year?

Here is how the media man of a large Canadian agency views the present situation:

Newspapers: Situation eased, with less advertising turned down and less running on dates other than those specified.

Magazines: Color space still a problem, particularly if insufficient notice is given. Black and white easier.

Week-end papers: Little difficulty on color roto; straight mono easier.

Trade papers: Not difficult.

Network radio: Best pick of evening hours already taken on both Trans-Canada and Dominion networks.

Spot radio: Good times scarce on some stations.

Posters: Priority reservation system set up to give those who used posters in 1947 first chance to use space in 1948.

Street car cards: Not too difficult (representative of this medium reports trend for seasonal fluctuations to be ironed out, with cards taken more uniformly for 12 months of the year).

Harder-Hitting Copy

Will there be any change in the type of advertising Canadians will see in 1948? Three agency men and one national advertiser say "Yes."

For one thing, there will be much less of the "wartime type" of institutional advertising—the kind stimulated by the 80% excess profits tax. Some of the broad over-all company type of advertising will remain; for, as the president of another agency says, "it has a rightful place in any company's public relations program."

A harder-hitting type of selling copy is forecast. This is demanding a sharpening of wits in copy writing. Already agency men are noticing, on the part of the advertiser, a trend toward more scientific buying. One indication is the practice, said to be growing, of plotting out advertising expenses on a basis of 13 equal months, to counter-balance the fact that some calendar months are shorter than others.

Coincident with this trend, and the return of a buyers' market, is a greater appreciation by top management of the place of advertising in the business economy.

Other reflections of the present situation are growing competition among manufacturers for dealers' windows and counters, production of more display material and fatter catalogues, a renewed interest in commercial films for salesman and dealer training.

Generally speaking, there'll be more advertising dollars around in 1948; but the folks dishing them out are going to make their dollars work harder.

Why Tribune Folded as Daily

(Continued from page 1)

Deposits with post office and Hydro $181; News Services, $16,500; Advances to Westerner (Weekly paper in Western Canada) $6,600.

Operating expenses, including salaries and promotion, were $144,718.

However, folding in the publishing business is not a new experience to the people running the Tribune. The same thing happened to the Daily Clarion in 1939. In that case, life was prolonged to three years but the infant was never very robust. In June, 1939, it reverted to a Weekly which was later suppressed under Defense of Canada regulations.

Out of the ruins grew The Canadian Tribune, another weekly, and the forerunner of The Daily Tribune. Now they're back to a weekly again but already they're talking about another daily.

Embargoes Seen Initial Move

(Continued from page 1)

session as being tied to Geneva rather than to the dollar crisis.

The point was underscored by Hon. D. C. Abbott, the following day in his address to Canadian exporters in Montreal:

"I am convinced that the ultimate solution of present difficulties not only for Canada but for the whole world must be in expanding world trade, in lowering and eliminating artificial barriers, restrictions and discriminatory practices. This is the only road to world prosperity and rising standards of living.

"Although this proposition is universally true, it has greater significance for Canada than perhaps any other country because Canada has been and will remain more dependent on a high level of foreign trade than perhaps any other great trading nation. We should bear in mind too that nothing we may do now to overcome our present temporary difficulties must be permitted to place serious obstacles in the way of progress towards a multilateral trading world."

CIA Extra Dividend Is Declared Taxable

MONTREAL (Staff) — Shareholders of Canadian Industrial Alcohol will have to pay taxes on the extraordinary dividend of $2.12 a share which the company has declared payable Jan. 8, 1948. This payment represents a distribution of [illegible] which the company received from Robert McNish & Co., Scotland, in payment of 60% of a promissory note maturing November, 1948. Company officials had hoped to obtain an income tax ruling allowing the payment as a capital distribution.

A company official informs The Financial Post that the recent government order derationing sugar and molasses is likely to have a favorable effect on company operations. While little sugar is used in CIA's production the freeing of molasses from rationing and allocation orders is likely to result in improved supplies, it is stated.

Cardy Adds Resort To Big Hotel Chain

One of Canada's biggest post-war hotel transactions — in a period which has seen many and is thought likely to see more — was closed at the week end in purchase by Vernon G. Cardy's interests of 500-guest steel-and-stone Bigwin Inn, auxiliary buildings and three-mile island in the Lake of Bays section of Ontario's famed Muskoka playground. Price and terms were not revealed though the announcement valued the property at around $2 millions.

Situated 140 miles from downtown Toronto on motor, rail, bus and steamer routes, the resort now will undergo interior improvements to reopen in June for a four-month season, including conventions, instead of two-months as in the past. It will be operated by General Manager H. Alexander MacLennan of Cardy Hotels, along with Montreal's Mount Royal, Toronto's King Edward and others in the Cardy chain.

Union Abandons Strike Against Starch Firm

Leftwing leadership has lost another union a strike and probably the union itself. This week, the AFL International Chemical Workers abandoned its strike against the St. Lawrence Starch Co., Port Credit, Ont.

When defeat was admitted, 100 of the 160 employees had already returned to their jobs. The rest had received dismissal notices. The union was split, scores had resigned and what's more, they now had no contract with the company.

The last agreement expired some time ago and by mutual consent had been extended for a month. The day set for the start of negotiations toward a new contract was the day the union chose to stage its snap strike over the alleged unfair dismissal of two union officials.

Two months ago the union got an 8c increase after a strike that lasted 12 weeks and remained solid from start to finish. This time, when only half the employees observed the picket lines, it was obvious that the strike was lost before it began.

Canadian Investment Fund Acquires New Preferreds

MONTREAL, (Staff)—Addition of three new preferred stocks to its portfolio featured the Canadian Investment Fund report for the quarter ended Sept. 30. These were Gatineau Power Co. 5% cumulative, H. R. Macmillan Export Co. class "A" and Shawinigan Water & Power Co.'s new 4% preferred. Only increase in CIF'S common stock holdings was the purchase of 900 shares of Dome Mines. CIF has increased its preferred stock holdings from 1.30% of its portfolio to 2.13%, and its bond holdings from 9.98% to 10.01%.

During the third quarter changes in holdings of common and preferred stocks were: and sold.

Company	Shares Bought	Shares Sold
Aluminium Ltd. ..	——	250
Bell Telephone ...	——	70
Dom. Bridge	——	100
Dom. Tar & Chem. Vot Trust Cert. .	——	940
Dome Mines	900	——
Gatineau Power Co. 5% preferred ...	2,400	——
H. R. Macmillan Export Co. pref.	4,000	——
Page Her. Tubes ..	——	150
Shawinigan W & P pref.	300	——
Geo. Weston	——	1,000

CIF reports that in the first nine months of 1947, outstanding shares of the company increased 133,135 to a total of 2,653,453. Total net assets, with securities valued at market quotations, amounted to $12,103,863. As at Sept. 30, 1947, realized profits on sales of investments amounted to $1,154,098 and the quoted market value of investments exceeded their average cost by $1,312,543. The company's investment portfolio contained 64 individual issues, each on an indicated dividend or interest-paying basis at Sept. 30.

Government bonds, preferred stocks and receivables net amounted to 16% of total net assets at market on Sept. 30, the balance of 84% being invested in common stocks. Canadian assets comprised approximately 81% of the total, with the remaining 19% in U. S. securities.

HARD ROCK GOLD MINES reports bullion production of $143,561, including $9,510 from treating 941 tons of stored concentrates, from treatment of 23,101 tons of ore, an average recovery of $6.21 gold per ton in three months ended Sept. 30, 1947 ($230,110, including $4,657 from 435 tons, and 26,620 tons treated and $8.64 recovery in June quarter).

Factories Up In Oct. Awards

(Continued from page 1)

millions, down 12% from the 1946 period.

Industrial construction, on the other hand, seems to be staging a comeback, with a contra-seasonal splurge of new contracts in October at $25.1 millions, up 48% from a year ago and 35% from the month before. But the ten months total of $101.2 millions is 17% below the 1946 period.

Commercial and institutional awards in October at $20.3 millions were up 28% from a year ago and 36% from the month before, with a ten months total of $203.2 millions, up 26% from the 1946 period.

Look For It Here

Nov. 8, 1947

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GRADUATE CIVIL engineer, administrative experience, age 35, married. Interested in position with large corporation offering possibilities for advancement. Box [illegible], The Financial Post, Toronto.

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INTERNAL AUDIT Departments organized, staff trained, supervised, fee basis. Box 1, The Financial Post, Toronto.

MANUFACTURERS

AGENCIES WANTED for the Maritime Provinces by live organization at present contacting outlets for electrical and mechanical products, and heavy machinery users. Interested in package conveyors, farm milk coolers, specialties. Please give full details to Box [illegible], The Financial Post, Toronto.

EXECUTIVE AVAILABLE

FOR GENERAL SALES or management appointment outstanding administrative record large internationally known organization, engineering background, production, sales, widely travelled Canada and United States, intimate knowledge Canadian markets, advertising, cost and budget control methods, modern accounting procedure, exceptional energy, initiative, and creative ability. Outstanding references. Box 398, The Financial Post, Toronto.

TRUCKING BUSINESS FOR SALE

COMPRISING SIX tractors and trailers in excellent condition, one extra trailer, a new concrete block warehouse containing 3,750 square feet together with a Class "A" License between Hamilton and Toronto. Owner wishes to sell the business for personal reasons. Box No. 395, The Financial Post, Toronto.

CONTACT WANTED with light manufacturer to make several new items, plastic, metal on royalty or outright sale basis. Box 388, The Financial Post, Toronto.

INTERNATIONAL BUYING ORGANIZATION

Offers remunerative position to experienced man who is thoroughly familiar with buying hardware and tools. Only one who is well acquainted with prime Canadian sources for these products should apply.

BOX 399, THE FINANCIAL POST, TORONTO

Trade Deficit With U. S. Seen Near $1 Billion

OTTAWA (Staff) — Unless checked by legislative action, Canadian imports from United States seem likely to rise very sharply in November and December. It is feared here that our pre-Christmas buying spree may boost our adverse trade balance with the United States to close to the $1 billion mark by the year end.

Nine-month trade figures issued here show an upsetting in Canadian purchases from United States during September. Imports were $163 millions against $155 millions in the previous month, which more than offsets a smaller rise in our exports. Thus our adverse trade balance increased by $74 millions to a new peak of $718 millions. The figure a year ago was $339 millions.

One feature of the latest trade returns is the maintenance of Canadian purchases from Britain. Dollar value of these purchases in September was $15.6 millions. ($11.4 millions in the same month a year ago and $10 millions in September, 1938).

In the first nine months of 1947 purchases from Britain totalled $133 millions. The corresponding figure a year ago (after deduction of returned military war goods) was about $100 millions. The nine-month import figure for 1938 was $89 millions.

Canada's over-all balance of trade with all countries continued to keep just about in balance. The favorable balance for September was $13.4 millions; for the first nine months about $135 millions. ($322 millions in 1946.)

Total Canadian trade for the nine months hit a new peak exceeding even the wartime level. The total is $3.9 billions, divided almost equally between imports and exports. Duty collected on imports is also at a record level of $240 millions ($157 millions in the same 1946 period), a jump in revenue of more than 50%.

St. Lawrence Corp. Offers End Nov. 8

MONTREAL (Staff) — St. Lawrence Corp. this week announces that exchange offers open to common shareholders of St. Lawrence Paper Mills and Brompton Pulp & Paper will expire on Nov. 8.

In 1930 St. Lawrence Paper Mills common shareholders were offered one common share of St. Lawrence Corp. for each share held. Similarly in 1930 Brompton shareholders were offered one class "A" share of St. Lawrence Corp. for each common share held. It is stated that all but 1,661 of St. Lawrence Paper and all but 950 Brompton have been exchanged.

ANNOUNCING

Important Appointments in Canadian Industry, Finance, Business and Government.

Associated Screen News Ltd. (Montreal)—R. Pitt-Taylor, assistant production operations manager; A. E. Hague, assistant production manager, newsreel division; L. M. Gibbs, assistant production manager, administrative details.

American Boiler Manufacturers' Association—G. N. Martin (Montreal) a trustee.

Administration & Trust Co.—A. Wynne Evans, manager British Columbia branch (and supervisor, western provinces).

Alberta Tuberculosis Association—Stanley D. Cameron (Edmonton) rehabilitation officer.

Bank of Nova Scotia—W. Norman McLeod, a director.

Bank of Toronto—R. J. Fox, manager, Winnipeg branch.

Brantford Clinic Ltd.—E. S. Hicks, president; R. W. Knight, vice-president; J. L. Andrews, secretary; D. F. Plewes, treasurer.

Blue Ribbon Corp.—F. G. Arnold, vice-president; D'Arcy Ellis, H. C. Watson, directors.

Canadian Cancer Society—Dr. W. T. Ross Flemington, president, New Brunswick branch.

Canadian Electrical Manufacturers Association—B. Napier Simpson, general manager.

Continental Can Co. of Canada—E. E. Fry, western district sales manager (Winnipeg).

Canadian Johns-Manville Co.—A. G. W. Sinclair, vice-president and director.

Canada Steamship Lines Ltd.—J. G. Fisher (Montreal) convention manager.

Canadian Woollen & Knit Goods Manufacturers Association.—Ralph Presgrave, W. P. Walker, E. Black, H. G. Bonner, D. Keefe, W. B. Terry, executive members.

Canadian National Railways—Howard H. Sparling, general manager, western region (Winnipeg); J. R. McMillan, assistant to general manager, western region; Jas. J. Behan, assistant general transportation superintendent, Winnipeg; Bernard A. Allen, manager, British Columbia; John F. Cooper, general superintendent, British Columbia; Dan E. McPherson, superintendent, Edmonton division; G. R. P. Graham, superintendent, Port Arthur division.

Canadian Exporters' Association—H. V. Lush (Toronto) president.

National Business Publications Ltd.—I. C. Steven, sales development manager; M. J. Gladney, Montreal and district manager; V. E. Heron, assistant manager, Toronto and district.

Cockfield Brown & Co.—Harry Lavender, western consultant; Murray Turner, manager, Winnipeg office.

Co-Related Public Relations Ltd. (Toronto)—E. H. Hammond, president.

Dominion Government.—Edmond Turcotte, consul-general, Chicago.

Dairy Industries Society International.—W. Frank Jones (Toronto) vice-president.

Dominion Square Corp (Montreal)—Burton C. Empey, Theodore Meighen, directors.

Dominion Board of Insurance Underwriters—J. Victor Owen (Montreal) first vice-president.

Eaton Clark Co.—H. Kenneth Robinson, Toronto manager.

Excelsior Life Insurance Co.—Ernest T. Whittall, mortgage manager, home office, Toronto.

W. H. Emmett (Overseas) Ltd.—W. H. F. Emmett, chairman; H. P. Diehl, general manager for Canada; W. Bruce Butler, manager Toronto office.

Federation of Automobile Dealer Associations of Canada—Harry I. Wilson (Calgary) president; P. O. Messier (Montreal), Geo. W. Hogan (Toronto), J. A. Tuxford (Moose Jaw) vice-presidents; S. Rafuse (Bridgewater, N.S.) secretary; A. E. McVittie (Sudbury) treasurer.

Hamilton Hospital Board—Dr. John B. Neilson, superintendent of hospitals.

Hanford Stevens (Winnipeg)—K. P. Hanford, E. W. Stevens, partners.

International Coal & Coke Co.—H. A. Howard (Calgary) president; A. L. Johannson (Trail) vice-president; R. G. Anderson, Gordon A. Wallinger, R. R. McNaughton (all of Trail) directors.

Maritime Furriers Ltd.—Chas. R. Martin, special sales representative; Channing Gillis, assistant sales representative; Roy S. Brunt, office manager.

Norwich Union Life Insurance Society—L. O. Vallerand, Quebec city and district manager.

National Sea Products Ltd.—W. Stanley Lee (Halifax) general manager.

New Brunswick Government—Dr. G. E. Maddison (Moncton) director tuberculosis control division, department of health.

Ontario Hospital Association—J. M. Tuis (Brantford), president; Miss Pearl Morrison (Toronto), president-designate; Dr. Douglas Piercy (Ottawa), Sister M. Pascal (Sarnia), H. H. Browne (Fort William), vice-presidents.

O'Brien Advertising Ltd. (Vancouver)—Ronald Kenvyn, assistant public relations director.

Stevenson & Kellogg Ltd.—Fred O. Clayden, assistant in personnel and industrial relations, supervisory training and job simplification.

Steel Co. of Canada—Lee T. Craig, general sales manager (Hamilton).

Silk & Rayon Manufacturers Association—A. W. Mason, president; Emile Collette, vice-president; M. E. Binz, honorary treasurer.

Trans-Canada Air Lines.—G. E. Gray, general supervisor, agency and interline relations (Winnipeg); R. L. Avey, Ontario district manager, cargo sales development.

St. Regis Paper Co.—Samuel Shane, public relations counsel.

Vancouver Supply Co.—Wm. Johnston, building maintenance department manager.

Western Grain Co.—D. J. Morrison, president.

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60 Years of Service to Canada

Publishers of The Financial Post Observe Anniversary

Sixty years ago a young Canadian newspaperman left his job on a Toronto daily to start his own publishing business.

His assets were an idea, a week's salary, a nose for news and the tenacity of the Highland Scot.

His name was J. B. Maclean. The publication he founded was a business newspaper, Canadian Grocer.

That was the nucleus of Maclean-Hunter, today the biggest publishing organization in Canada, which operates in the United States and Great Britain, and which, in several respects, is unique in the world-wide field.

Sixty years ago there was one publication, one editor, one manager, a few hundred subscribers, a score or so of advertisers.

Today 36 publications (31 in Canada, 4 in the United States, 1 in Britain) bear the imprint, "A Maclean-Hunter Publication."

They are produced by a well-trained, full-time staff of more than 1,200; maintain numerous part-time correspondents, writers, subscription agents. They have 900,000 subscribers, with 3½ million readers and 7,675 advertisers.

Twenty years ago, when the company's printing plant moved into the eight-story building which was the new unit of premises occupying a Toronto city block, few dreamed its capacity could ever be exceeded. In June, 1947, Colonel Maclean, now 85, turned the sod for construction of what will be the largest and most modern printing plant in Canada. Situated just outside the city, costing more than $3 millions, with 200,000 square feet of floor space, equipped with the newest machinery, it will be production centre for The Financial Post and 30 other Maclean-Hunter Canadian publications, and for many other publications printed under contract.

That expansion reflects not only the qualities of a born newsgetter (to this day Colonel Maclean is a news-getter) but a talent for recognizing the ability of others. It reflects the executive skill, experience and vision of Horace T. Hunter, who, 44 years ago, tied his future to the young company and is now president and partner of Maclean-Hunter. It reflects the loyalty and competence of a large number of managers and editors, many of whom have served a quarter of a century or more.

Founded on Service

John Bayne Maclean, son of Rev. Andrew Maclean, was born in the modest manse of the Gaelic settlement at Fraserville (now Crieff), Ontario. Educated in a country school, at 19 he was teaching part of the year in the tiny log schoolhouse at Glenelg, and writing occasional pieces for small papers. In his 20th year he got a job as cub reporter with the Toronto World. Two years later he moved to the Toronto Mail; became assistant commercial editor. In 1887 his story really began.

Newspaper space was tight. Day after day Maclean was irked by having to leave out commercial and business news he knew was of value to merchants. There was the grocery trade, for example. Was there anything more important than food?

On July 1, 1887, in a cashbook, 25-year-old J. B. Maclean jotted down its first entry: "My last weekly pay from the Mail." He was on his own. He was going to start a paper for the food industry.

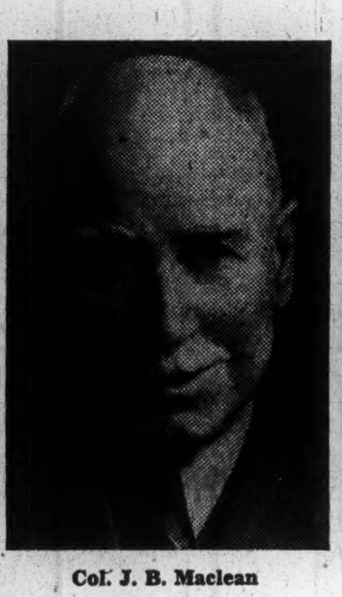
For nearly three months he was on the move gathering stories, canvassing every advertising prospect. Then, at 5 Jordan St., Toronto, he rented a 9 x 12 office. On Sept. 23, 1887, Canadian Grocer was born. It had a capitalization of $3,000 in $100 shares and Maclean had scraped together enough funds to own 20 shares outright. He was chief shareholder, publisher, editor, production manager and advertising staff. And already he had established a policy that ever since has been a company Must—close personal contact with the field. Also had he formulated the basic objective of every Maclean-Hunter publication—to supply to men and women in simple, readable form, information and ideas that would bring to those who use them increased happiness and prosperity.

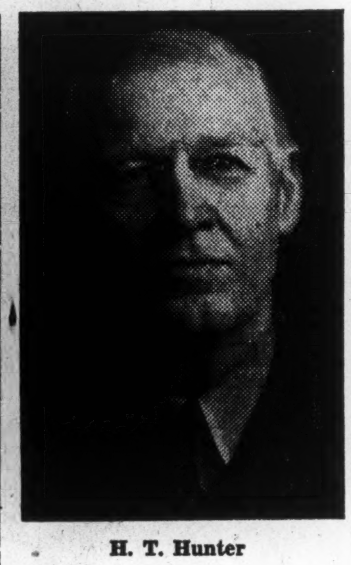
With the trade quick to realize that here was a service of immense importance, Canadian Grocer was a success from the start. It was still an infant when from an unexpected quarter came an impressive compliment. A group of hardware merchants approached the young publisher and urged that he establish a similar and badly needed service to the hardware trade.

In 1888 Hardware was founded. Shortly after it was renamed Hardware and Metal. And it was progenitor of many of the publications that have had a notable part in the growth of the company.

Important Additions to Staff

In 1891, with the two papers firmly on their feet, The Grocer Publishing Company became The J. B. Maclean Publishing Company and its owner was planning his own production plant. Several moves provided for expansion and for a small mechanical department. And it was through the door numbered 10 Front Street that there entered two men who were to play vital roles in the shaping of the company's history.


Col. J. B. Maclean


H. T. Hunter

In 1897 a young printer named H. Victor Tyrell started handsetting type for Hardware and Metal. In a short time he was in charge of all make-up. Graduating to the front office, he was given more and more responsibility; ultimately had four large magazines under his wing. As the plant expanded he kept pace with every development in printing, travelling throughout the United States and Europe in search of new ideas. In 1919 Mr. Tyrell became general manager of the company, and in 1933 was made vice-president. His death in 1942 ended 45 years of service and unflagging zeal.

At the turn of the century, John Bayne Maclean fixed his discerning eye upon another young man. His name was Horace T. Hunter. At the University of Toronto he had acquired a taste for publishing via the student paper. Convinced of the usefulness of advertising, he had during his college course got himself a job as advertising manager of a national weekly publication, The Presbyterian Review. That was a combination to appeal to a Scot. But there was more than that to rouse Maclean's interest. Young Hunter had an ardent faith in his own land and its opportunities. He had ideals. But he was also practical; hardheaded. He had an intuitive business and financial sense; a managerial mind. He was, in short, the potential complement to a publisher whose driving interest was news and whose mission was to battle tenaciously anything threatening the welfare of Canada and honest business.

Horace Hunter joined the company in 1903. He started as Ontario representative for Hardware and Metal. The training period was not of long duration. Quick to grasp the detail of a rapidly growing business, ready to assume fresh responsibilities as quickly as they were presented, in eight years he was appointed general manager of the company. In 1919, the company was reorganized and Hunter and Tyrrell became substantial shareholders, the former being appointed vice-president, the latter general manager. In 1933 Mr. Hunter became president, Colonel Maclean assuming the chairmanship of the board. And in May, 1945, the name of Hunter was joined to that of the man who so many years ago had conceived such a partnership. The Maclean Publishing Company was now the Maclean - Hunter Publishing Company.

Pattern of Growth

A glance at the full list of Maclean-Hunter publications (page 6) gives an idea of their scope. The pattern of growth can be described in a sentence. It was to apply the original idea of Canadian Grocer to other fields, then divide up such fields.

Canadian Grocer led to General Merchant, to entry into the French-speaking field with the purchase of Le Prix Courant and establishment of L'Epicier.

From Hardware and Metal there sprang Canadian Machinery, Modern Power and Engineering, Sanitary Engineer, Canadian Paint and Varnish Magazine, Painting and Decorating Contractor.

Dry Goods Review begat Style and Men's Wear of Canada. Canadian Advertising stemmed from Printer and Publisher.

The coming of the automobile age brought into being Canadian Automotive Trade, the parent of Bus and Truck Transport. Canadian Shipping and Marine Engineering News and Canadian Aviation were logical and natural steps. And so on.

Recognition of the fact that full service to the businessman must include not only trade and industrial news but general information and entertainment brought establishment of The Busy Man's Magazine in 1905. Actually it was the first of the "digests." But Canada needed a bigger mirror and a stronger voice. In 1911 Busy Man's Magazine became what is now one of Maclean-Hunter's most notable properties—Maclean's Magazine.

Beyond the business office, factory and store was the home, the woman who ran the home; the social life of the community. Here were new fields. And to serve them came Canadian Homes and Gardens, Mayfair and Chatelaine, with its own housekeeping institute.

Founding of Financial Post

The Financial Post was founded in 1907. It was a logical extension of the specialized services provided by the company's trade and technical journals. Its form was a national business newspaper of broad general interest. It was to lift finance out of the phraseology of the economist and statistician; explain it in terms applicable to the daily life of average men and women, to their pay cheques and savings. It would provide a crisp weekly report of Canadian business news, public affairs and investments; supply wide perspective and behind-the-scene news of developments in government, industry and business. In short, it would inform and protect the little as well as the big businessman and investor.

In a history of Maclean-Hunter, Joseph Lister Rutledge tells this story:

"From the start The Post was a financial paper without the limitations previously associated with that adjective. It was an integrator of the whole realm of business, and its news was presented in lively, readable style. Too, it was a champion of causes and a doughty challenger of dubious undertakings, of devices to mislead the public.

"Around 1911, The Post introduced a front page feature which to this day is a potent influence on public thinking. It was a column of news and comment—The Nation's Business. It was constructive, but when it hit out it hit hard. For years it was The Post's spearhead in attacking Sir Adam Beck's plan to criss-cross Southern Ontario with electrified radial lines. To The Post that was sheer waste of money. It foresaw the age of paved highways, automobiles and buses. It had combed authorities in Europe; knew that a revolution in transportation systems was in the making. It was a broth of a fight, was the Beck-Post controversy. The public was to know that the paper knew what it was talking about.

The Racket-buster

"Again, stock-rigging and racketeering always have been targets for The Post's lance. Never has it hesitated to expose and condemn the exploitation of the little fellow, even if the big shot gets hurt.

"In December, 1928, The Financial Post set out to investigate a New York manipulation that was rocketing a popular Canadian stock to many times its actual worth. Thousands of American investors, mostly small uninformed people, were being lured into putting their savings into it. Thousands more were being conditioned for the killing. A Post editor went to interview the late Sir Joseph Flavelle, who was chairman of the board of the company involved. Sir Joseph flatly stated that prices were out of all reason, including the price of the stock of the company of which he was chairman. His appraisal was so definite, so convincing, that on the day the resulting Post article appeared that particular stock's quotation was shaken down to a third of what had been the current price. It continued to decline until it steadied at its real value.

"The manipulation of the New York pool operators was ended before investors were further gypped.

"It is true that those who already had bought the stock suffered sharp losses. It is also true that with the breaking of one of its featured performers the whole New York Curb Market nosedived. Years later a well-known U. S. writer stated in a Saturday Evening Post article that this episode touched off the general stock market break of 1929. But the significant thing is that the stock market break of December, 1928, brought out by The Financial Post's exposure of manipulation, came 10 months before the greater collapse of October, 1929. It provided investors everywhere with a clear warning of the weaknesses in the inflationary boom, and gave them a chance to get their affairs in shape.

"Year after year, with its sleeves rolled up, The Post continued to campaign for tightening of stock promotion methods, the looseness of which from time to time encouraged epidemics of wildcatting and mining market racketeering. It castigated bucket shops and high-pressure telephone selling, warned the public by presenting definite examples of fleecing. Ceaselessly it was on the tail of the various provincial governments until restrictive laws were passed and security commissions appointed. Scores of shady characters were forced out of business. The Post's exposure of bucket shops in Toronto in 1929-30 was instrumental in cleaning up the situation even though a dozen or so millionaire operators landed in Kingston Penitentiary.

"Always these campaigns brought from certain interests the criticism that The Post was destroying the confidence of the public in mining investments. The reverse is the case. It took years to bring about the advocated reforms, but by the very exposures made the public was given measures of protection which tended to establish confidence.

The Fight on Communism

"With equal insistence has The Post battled Communism, exposing its methods, its grip on certain labor unions. It has published specific information; called people by name and a spade a spade.

"Realizing that the postwar period would confront thousands of servicemen with grave problems, The Financial Post published 20 articles on "How To Start Your Own Business." In pamphlet form this series became a textbook for educational work among returned men and women. Tens of thousands were distributed by the Government.

"'Enterprise at Work' was another series telling of successful business, how they were conceived, how they grew.

"Today, The Financial Post has behind it not only its corps of 15 senior editors in Toronto and Montreal, its specialists in Ottawa (The Post's Ottawa coverage is conceded to be the best in the country), Winnipeg, and Vancouver, Washington and London, but it has a library that is the most complete store of information on Canadian companies and business subjects in existence. As additional services there are annuals of enormous value to business — The Business Year Book — The Survey of Mines — The Survey of Corporate Securities — The Financial Post Corporation Service (a card service which notes not only basic facts but keeps them up-to-date throughout the year) — The Survey of Oils — and the Directory of Directors."

In its 40 years of service The Financial Post has had four managers and five editors. From its inception to 1920, R. G. Dingman was manager; Gordon Rutledge for the next dozen years. Then Floyd S. Chalmers was both manager and editor.

Stewart Houston was the Post's first editor. He was succeeded by John Appleton. A few years later J. W. Tyson took the chair, remaining till 1926.

Seven years previously, coming from the City Hall beat on a Toronto daily, Floyd S. Chalmers had joined The Post staff as an assistant editor. Determined to grasp every phase of publishing, he switched to selling advertising, sold circulation from office to office and by direct mail letters. He visited every province several times; was given a spell in the company's Montreal office. He returned to Toronto in 1925 as senior editor, a position he was to occupy for 17 years. In 1938 he was appointed a director, and in 1942, after the death of Mr. Tyrrell, he was appointed the company's executive vice-president.

The United States Field

Two logical reasons underlie Maclean-Hunter's entry of two fields outside Canada—the United States and Great Britain. First, printing being so vital a part of the company's operations, it was desirable that it should have direct contact with developments in international centres. Therefore in 1927 The Inland Printer, long established as the top authority in the United States, was purchased. Similarly, the outstanding technical paper in the United Kingdom field, British Printer, was acquired in 1930.

Actually, the company has had a London office for more than 50 years. Its primary purpose was to help British manufacturers to establish themselves in the Canadian market. Managing director of Maclean-Hunter of Great Britain is Ernest R. Gauley, long trained in the merchandising and retail fields in Canada.

Second, it is essential that the company's Canadian papers be kept fully informed as to business conditions in the United States and Britain. And there is no better way than having businesses there oneself.

Maclean - Hunter Publishing Corporation of Chicago and New York publishes four business papers, The Inland Printer, Rock Products, Chemical Industries and American Hairdresser. Vice-president in charge of the corporation is John R. Thompson, with an experience of more than 30 years in the publishing business—23 with Maclean-Hunter, mostly in the United States.

All Maclean-Hunter's United States publications are managed, edited and staffed by Americans.

Tell the Truth

That, then, is the pattern of the company's growth. Throughout its lifetime Maclean-Hunter has financed itself. It never has sold stock to the public. Its shares are held by the heads of the company and by 41 senior managers, editors and mechanical department officials.

So far as operational policy is concerned, it can be quickly expressed. In his presidential address at the company's annual meeting in 1946, Mr. H. T. Hunter gave two reasons for the necessity of maintaining substantial financial reserves:

"1. To maintain, at all times, our editorial services.

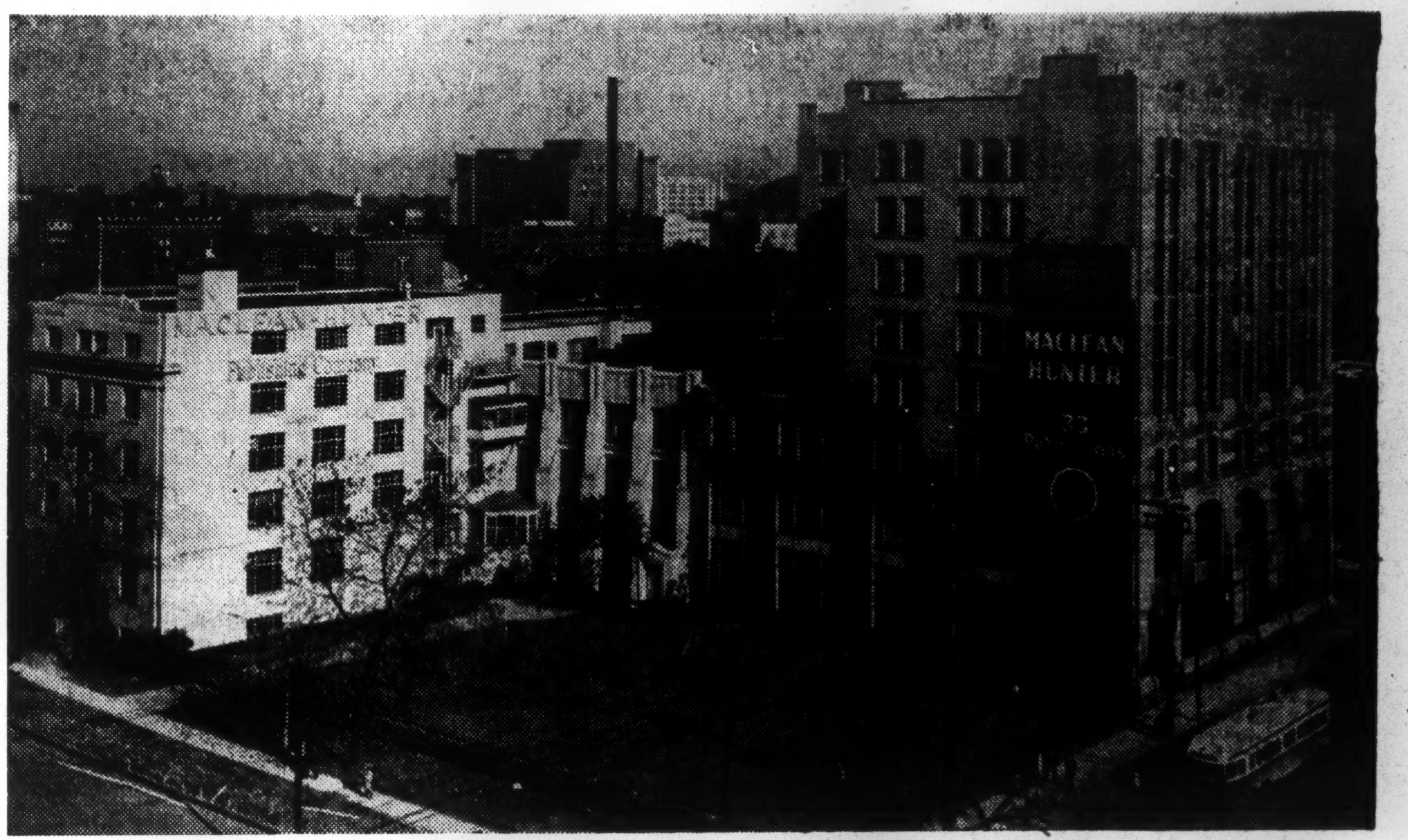
"2. To be strong enough financially to withstand boycott or retaliation on the part of racketeers, or people engaged in unsound promotion or business practice which we may find it necessary, in the public interest, to criticize or expose."

In these words is the essence of the policy on which the organization was founded; to which it never has failed to adhere. Service to the reader was paramount. He must have the information he needed. And if any cause was right enough to champion, and vital enough to the public or the industry served, there would be no thought of evading the issue; no pulling of punches when the issue was joined.

The business of Maclean-Hunter papers is to tell the truth and champion the right. It is not a pugnacious or argumentative policy. It is born of a simple belief in the obligation of a publication to serve its readers, whether that service is by peaceful means or no.

In any fight, editors and managers of Maclean-Hunter publications have the assurance that, possessing evidence which proves them right, they have behind them the full weight and support of a great publishing operation.

Thus the basis for Maclean-Hunter success—the earning and maintenance of public confidence throughout six decades.


The steady growth of The Financial Post and other Maclean-Hunter publications is reflected in the company's building at Dundas St. West and University Ave., Toronto. To meet the company's early expansion the small centre building was erected in 1910; other additions followed. The company is now proceeding with construction of a $3 million production plant on a 44-acre site on North Yonge St.

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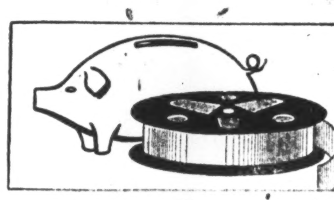

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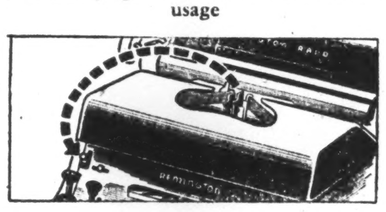

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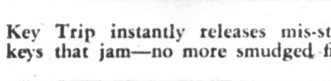
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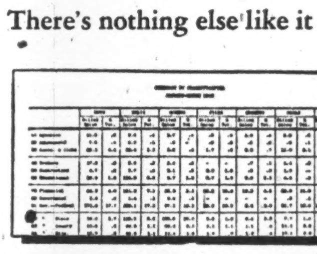

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TOWNSHIP OF NORTH YORK

TENDERS FOR DEBENTURES

Sealed tenders, marked as to contents, will be received by the Clerk of the Township of North York, up to 12 o'clock Noon, Monday, November 17th, 1947, for the purchase of the following instalment debentures.

$610,000.00 payable 1948 to 1962, Coupon Rate—3%

$222,000.00 payable 1948 to 1967, Coupon Rate—3%

The debentures payable in the final year of each of the above issues, are redeemable at the option of the Municipality at face value.

Highest or any tender not necessarily accepted.

Dated at Willowdale, Ontario, this 4th day of November, 1947.

Geo. H. Mitchell, Reeve
F. H. Brown, Treasurer

FRED O. CLAYDEN

Paul Kellogg, President of Stevenson & Kellogg, Ltd., announces the appointment of Mr. Fred O. Clayden to assist in meeting the increased demand for consultation and conference leadership in personnel and industrial relations, supervisory training and job simplification. Mr. Clayden was formerly Employee Relations Manager of Lever Brothers, Toronto. During the war, he was an official Conference Leader for the War Manpower Commission, Washington, D.C. *

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CITY OF REGINA ratepayers will vote early in December, on a proposal to issue a 25-year, serial annuity type debenture to provide $900,000 for construction of civic auditorium and a new wing for Scott collegiate. The debentures will bear interest from Dec. 31, 1947, and those maturing from 1948 to 1957 will bear coupons at 2½%, the remainder at 3%.

Hare & Tortoise
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INVESTMENTS THIS WEEK

St. Lawrence Corp. Stocks Now Sell Above '37 Highs

A feature of financial news is the outstanding improvement shown this year in the operating results of the St. Lawrence Corp. group of companies.

Reflecting this and the expectation that a reorganization plan may shortly be announced, St. Lawrence Paper Mills preferred and St. Lawrence Corp. Class A and common stocks have recently sold well above their 1937 highs. At their current prices of about $138, $48½ and $17½ respectively, these stocks are still above their 1937 highs and only slightly below their recent highs, mainly due to the general decline in the market.

One reason for this strength lies in what the interim report covering operations of the group for the nine months to Sept. 30, 1947 shows. (See story page 26.) Another is that as a result of the improved results announcement of a reorganization plan may be expected soon.

The interim report reveals:

St. Lawrence Paper Mills net profit 31.8% above the net for the whole of 1946; equivalent to $13.11 ($9.94 for all 1946) a preferred share and $2.09 ($0.96) a common share.

Lake St. John Power & Paper Co. net profit 23.2% above net for whole of 1946; equivalent to $59.70 ($48.46) a preferred share and $9.94 ($7.64) a common share.

Brompton Pulp & Paper Co. net now 39.6% above net for whole of 1946; equivalent to $2.97 ($2.13) a common share.

By the end of this year results should be up even farther.

While terms of any reorganization plan have not yet been disclosed, it is expected that arrears on the St. Lawrence Corp. A preferred and St. Lawrence Paper Mills preferred may be covered by the issue of two new classes of preferred stock. (The Financial Post, Oct. 11, 1947). These would have a call price equal to the total arrears of dividends.

Under this plan shareholders would receive new securities which would cover their complete claims. At the same time the way would be open for payment of dividends on the common stocks.

Whenever such an announcement comes, shareholders will be in a much better position to judge the pros and cons of any plan as a result of receiving quarterly interim reports.

• • •

Say "Quite a Story" Behind Suit Against 17 U.S. Dealers

Behind the indictment of 17 U. S. investment banking firms for conspiring to monopolize the sale of new securities last week, New York sources tell us there is quite a story.

For several years two large U. S. financial houses labored in Washington for a law which would enforce what they believe to be a good thing, competitive bidding. The whole financial community is now noticing that neither of these firms are among those indicted.

The comment is also being made that in the past the 17 firms indicted have often competed for issues in different groups, a matter of public record.

Also being noticed is the fact that an election is coming up, that there are quite a few evidences that slaps at business are being regarded as profitable campaign operations.

Because of the complex procedures and immense legal manoeuvrings involved in this action by the U. S. Department of Justice, our informants say that it may be a long time at least before there is any conclusion of the issue now drawn.

Canada and Canadian firms in any case are not in any way involved.

• • •

Annual Reports

Where a company has one or more wholly or partially owned subsidiaries, its executives should give a full report on the subsidiary operations and indicate the value of each to the parent company in the annual report. Particularly is this information necessary when the annual report is not a consolidated report. In this latter case executives would do well to also enclose a copy of an annual report for each subsidiary.

• • •

Coast Breweries Ltd. advises that a director's report was issued to shareholders with the annual report. Through an oversight this was not sent The Financial Post. Two weeks ago The Post suggested such a statement would have been desirable.

• • •

E. P. Taylor Sells More Can. Breweries in Sept.

E. P. Taylor, Chairman of the Board of Canadian Breweries Ltd., sold 1,640 shares of common stock of that company from Sept. 2 to 4, the U. S. Securities & Exchange Commission reports in its section dealing with changes in holdings of securities of their own corporation by company officials. This follows the sale of 11,050 common shares of Canadian Breweries in August and 19,825 in July by Mr. Taylor. Mr. Taylor still retains 21,585 common shares at Sept. 30, the report shows.

Transactions of other directors are shown as follows:

C. F. W. Burns, Toronto, sold 300 shares in May and 100 shares in August to reduce his holdings to 1,000 shares.

C. D. Magee, Toronto, sold 1,080 shares in Sept. to reduce his holdings to 9,370 shares.

W. Fraser Hadley, Hull, Que. purchased 96 shares for himself to bring his holdings to 1,056 shares and 40 shares for a trust to bring its holdings to 440 shares, both through the exercise of rights.

James A. Bohannon, Cleveland, Ohio, sold his own 7,500 common rights and also 7,500 common rights owned by a trust. He owned 7,500 shares while the trust owned 7,500 shares at Sept. 30.

• • •

Security Transactions Reported to S.E.C.

Among the changes in the security holdings of officers and directors of companies reported to the U. S. Securities & Exchange Commission for the month of Sept. 1947 were:

Thomas H. McInnerney, New York, a director, purchased 600 common shares of Distillers Corp. Seagram Ltd. to bring his total holdings to 8,105 shares.

J. S. Duncan, Toronto, a director purchased 100 common shares of International Nickel Co. of Canada in July 1946 and 100 in March, 1947 to bring his holdings to 250 shares.

Ogden Phipps, New York, a director of International Paper Co. reports that a holding company sold 5,100 common shares in Sept. to reduce its holdings to 86, 754. His own holdings of 1,500 shares remain unchanged.

B. A. Tompkins, New York, shows a trust selling 37 shares to reduce holdings to 200 shares, a second trust's holding remained unchanged at 700 shares. The report indicates he has no equity holdings himself of International Paper.

A. St. Clair Gordon, Wallaceburg, Ont., a director, sold 100 common shares of National Pressure Cooker Co. to reduce his holdings to 100 shares.

Paul H. Todd, Kalamazoo, a director of International Hydro-Electric System purchased 200 shares of Gatineau Power Co. common to bring his holdings to 1,900 shares.

• • •

Can. Breweries Now Owns 110,650 Shs. Brewing Corp.

Canadian Breweries Ltd. through its wholly-owned subsidiary Canadian Breweries Inc., purchased an additional 300 shares of Brewing Corp. of America $15 par common in Sept. 1947, a report of the U. S. Securitites & Exchange Commission shows. This brought its total holdings up to 110,650 shares or about 76.3% of the outstanding 145,000 shares of Brewing Corp.

• • •

Expect Stock Issue William Neilson Ltd.

As a result of the sale of a large part, if not all, of the stock of William Neilson Ltd. to an unnamed purchaser, widely rumored to be W. Garfield Weston (The Financial Post Nov. 1, 1947), a stock offering is expected by financial circles. Most generally expected is the type of deal whereby the old stock will be split into new Class A stock and new common. The new A would be sold to recoup part of the purchase price, the common held to retain voting control.

This type of deal has been common in recent years. It was used by George Weston Ltd. in the Western Grocers Ltd. deal. Here it was calculated that George Weston Ltd. realized $2,100,780 from the sale of Class A stock or 75% of the $2.8 millions which the company stated in Nov. 1945 had paid for its Western Grocers holdings. At the same time it continued in control of Western Grocers by retaining the voting common shares.

DIVIDEND NOTICES

Bruck
SILK MILLS LIMITED
DIVIDEND NOTICE

Notice is hereby given that a regular quarterly dividend of 30c per share on the outstanding common stock of the Company has been declared payable on December 15, 1947, to shareholders of record at close of business November 17, 1947.

An extra dividend of 30c per share on the outstanding common stock of the Company has been declared payable on December 15, 1947, to shareholders of record at close of business November 17, 1947.

By Order of the Board.
H. STERN,
Secretary.

Montreal.
November 3, 1947

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12 Years Experience Management & Industrial Engineering. Time Study — Wage Incentives — Job Evaluation — Production and Cost Standardization Manufacturing Methods — Planning & Scheduling — Flexible Budgets — Plant Layouts — Merit Rating —Industrial Relations — Union Negotiations. Age 41—Married —Go Anywhere—Presently Employed in key position—excellent reasons for desiring change.
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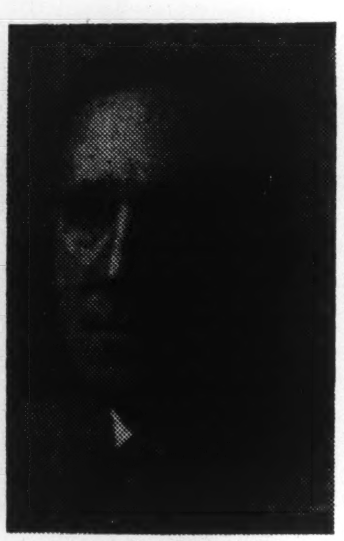

—*Photo by Blank & Stoller*

BURTON C. EMPEY

president of D. W. Ogilvie & Co., has been elected a director of Dominion Square Corp., Montreal.

Pay 'Something' On Beauharnois Shares, Belief

MONTREAL (Staff) — Some action on the valuation of the common shares of Beauharnois Light Heat & Power Co. is expected this month, The Financial Post is informed. It is reported that the Board of Arbitration will hold its first hearing on Nov. 24.

The Post understands from reliable sources that holders of Beauharnois common shares are "likely to receive something" — just how much has not been indicated. Last year Quebec Hydro made a minus offer for the shares, which was rejected. It is now stated that the ultimate valuation of the shares will rest largely on points of law. Legal arguments are likely to develop at arbitration hearings on such questions as replacement value of assets, whether water rights should be included in arriving at share valuation, etc.

It has been reported that some 187,000 shares are still outstanding representing the minority holdings, and held by less than 5,000 persons. At informal discussions held recently, minority shareholders were represented by George A. Montgomery and George B. Challies, of the Montreal legal firm of Montgomery, McMichael, Common, Howard, Forsyth & Ker.

Quebec Hydro last year offered $72.2 millions for Beauharnois shares, from which $79.4 millions was to be deducted in respect of funded obligations taken over. Since then Quebec Hydro has taken over the shares of Montreal Light Heat & Power Cons., thereby acquiring the majority interest in Beauharnois. Actually all Beauharnois shares were expropriated in 1944; but outside of last year's minus offer, no valuation for the shares has been made.

Distillers Corp. Earned $4.88 On the Common

Earnings of Distillers Corp.-Seagrams showed a sharp rise for the fiscal year ended July 31, 1947. Net profit of $42,809,259 (after preferred dividend requirements up to redemption, of $303,243) compared with $23,528,262 (after $626,860 for preferred dividends) for the previous year. This worked out to earnings of $4.88 a common share as against $2.68 for the previous year.

Consolidated net sales totalled $618,135,497 ($477,471,751). Earnings, substantially in excess of dividends paid, were largely re-invested in the business partly by expenditures for capital requirements but chiefly by substantial additions to the whisky inventories, President S. Bronfman states. The high level of grain, barrels, and other costs entering into the production of whisky inventories has called for large cash outlays.

Dom. Woollens Sales Increase

Dollar value of sales of Dominion Woollens and Worsteds for the first eight months of the current year (to Sept. 1) was up 35% over the same period of 1946, President Henry Barrett states.

The improvement is due to an increase in sales volume and to higher prices for finished goods. Demand has continued to expand and shows no signs of lessening, it was stated. Based on results of the eight months operations it is reasonable to expect that the full year will show earnings after taxes substantially improved over the previous year, the president said.

In the second and third quarters, a more normal cost-price relationship was restored. Labor situation is showing signs of improvement and it is hoped that this will continue, it is stated. Prices of raw wools have shown important increases for the principal types used and are now at a level four times that which prevailed in 1939.

CITY OF DRUMHELLER, Alta. has sold a new issue of $70,000 3% and 3¾% serial debentures, dated Nov. 1, 1947 and due Apr. 1, 1948 to 1967, to a syndicate comprised of the Bank of Montreal and Tanner & Co., Calgary, at a price of $99.26 and accrued interest.

FAIRVIEW SCHOOL DIVISION NO. 50, Alta. has sold a new issue of $27,000 one to 15 year serial 3¾% debentures to Tanner & Co., Calgary, at a bid of 99.09.

West. Grocers Buys Control Blue Rib. Corp.

Western Grocers Ltd. and its subsidiaries have purchased between 38,000 and 39,000 shares of Blue Ribbon Corp., W. P. Riley, president and general manager of Western Grocers, told The Financial Post.

The stock was purchased from the Toronto General Trusts Corp. and represented holdings of the late Arnold C. Matthews (formerly a vice-president and director of Blue Ribbon) and of other clients of the trust company. The price is reported at $20½ a common share.

No offer will be made to the rest of the shareholders of Blue Ribbon, Mr. Riley states: "It was a question of buying shares and not the business. We didn't buy the business. It was not a public deal anyway—just a private deal between shareholders. It didn't even go through the Stock Exchange. I dealt with the trustees. They offered to come in, I bought."

This purchase gives the Western Grocers organization over 47% of the voting power of Blue Ribbon Corp. or effective control of the company. The latter's capitalization outstanding at June 30, 1947 consists of 17,057 shares of 5% convertible participating preferred, par $50, and 63,475 no par value common shares. Both the preferred and common shares have one vote a share, so that 38,000 shares represent 47.2% of the total votes.

Ownership of the block of stock is expected to be divided between Western Grocers and its wholly-owned subsidiaries, Mr. Riley states. Western Grocers' subsidiaries are Dominion Fruit Ltd., W. H. Malkin Co., H. H. Cooper Ltd., and Gateway Grocers Ltd.

Control of Western Grocers Ltd. is held by George Weston Ltd.

Canada Elec. Issues Bonds

MONTREAL, (Staff) — Canada Electric Co. has sold a new issue of $500,000 4% general mortgage sinking fund bonds series A. These are being offered by G. E. Leslie & Co. at par, and it is understood that offering is being made in the Maritimes only. Proceeds will be used to reimburse the company for capital expenditures made and to supply additional working capital for its authorized construction program.

Canada Electric supplies light and power to an industrial area in Northwestern Nova Scotia and to a section of Southeastern New Brunswick. Besides its retail distribution, it also supplies electrical energy to the mines of Dominion Coal Co. at Springhill and other mining companies in the Cumberland bituminous coal fields. It is now proceeding with an addition of 20,000 h.p. to the generating capacity of its Maccan Plant, and a 138,000-volt transmission line, of approximately 60 miles, is being built for an interchange of power with Nova Scotia Power Commission.

Sale of the 4% general mortgage bonds represents the second bond sold by the company this year. In February $1.5 millions of 3½% first mortgage sinking fund bonds series A were sold to Royal Securities Corp. Average annual earnings of the company for the 11 years and eight months ended Aug. 31, 1947 before depreciation, interest, income and excess profits taxes and amortization of bond discount and expenses, were $204,381, according to the prospectus covering the new issue. This is equivalent to 2.82 times the "over-all" annual interest requirements of $72,500 on the $1.5 millions 3½% bonds and the $500,000 general mortgage 4% bonds. After deducting provision for depreciation from average earnings, the earnings are equivalent to 2.10 times the over-all annual interest requirements, it is stated.

Expect Offering For Lang & Sons

Offering of a new issue of $400,000 3% serial debentures due Nov 1, 1948-55 and $1.1 million 4¼% sinking fund debentures due Nov. 1, 1962 of John A. Lang & Sons, Ltd., by McLeod, Young, Weir & Co., and Greenshields Co. is expected.

Proceeds would be used in connection with the purchase of C. S. Hyman Co., and subsidiaries, including Hyman Leathers Ltd., and Murray-Selby Shoes Ltd., of London, Ont. (The Financial Post Aug. 30, 1947).

Sept. Earnings Drop Off 5% For Brazilian

Estimated net revenue of Brazilian Traction, Light & Power Co. for Sept. 1947, at $2,195,185 was off 5.6% from the same month last year. August earnings were off 9%.

Again operating expenses showed a sharper percentage boost than operating revenue — 18.2% higher than Sept. 1946 as against 10.4% higher for revenue. Aggregate net revenue for the first nine months of 1947, $18,957,655, was 5.56% higher than for the 1946 period.

BRAZILIAN TRACTION, LIGHT AND POWER

Sept., 1947	1947	1946	Incr.
Gross earns.	$7,930,923	$7,178,121	10.4
Oper. expens. and other chgs. ...	5,735,738	4,851,310	18.2
Estimated net revenue	2,195,185	2,326,811	5.6*
Nine Months.			
Est. net revenue	18,957,655	17,957,955	5.5

*Decrease.

All figures are subject to final adjustment when the annual accounts are made up.

ARGO PAPER PRODUCTS will make paper containers for sea foods in a new branch plant at Saint John. The plant will employ 50 persons when in full production.

CITY OF HALIFAX, N.S. has called for tenders for $2,629,000 debentures to be issued for various purposes. The issue consists of $85,000 2½%'s due Nov. 1, 1948 to 1952; $390,000 2½% and 2¾%'s due Nov. 1, 1948 to 1957; and $2,154,000 2½%, 2¾% and 3% due Nov 1, 1948 to 1967. Tenders will be received up to 5 p.m. Nov 10.

Tar and Salt
Two Basic Chemicals
Dominion Tar & Chemical Company, Limited has a long and favourable record, the enterprise having been established more than forty years ago. Today it is the largest concern in Canada producing coal tar and derivatives while, in addition, the organization carries on a diversified range of activities from creosoting railway ties to producing salt.
We offer as principals:
Dominion Tar & Chemical Company, Limited
Cumulative Redeemable Preference Shares
Price: At the market, about $23 yielding 4.34%
Mail and telephone orders receive prompt attention.
Wood, Gundy & Company Limited
Winnipeg TORONTO Vancouver
Ottawa Montreal New York Halifax Victoria
London, Eng. Hamilton Kitchener London, Ont.

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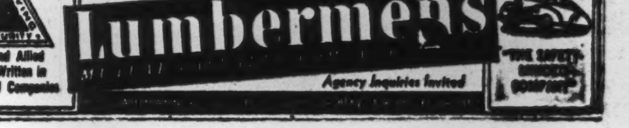
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A. G. SPALDING & BROS., CANADA LTD.
A. J. REACH, WRIGHT & DITSON COMPANY
BRANTFORD CANADA

These Shares having been sold, this advertisement appears only as a matter of record.
New Issue
15,650 Class "A" Shares
(No Par Value)
The Circle-Bar Knitting Company, Limited
Cumulative, Preferential $1.00 Dividend, Participating, Non-Callable Class "A" Shares
Price: $20.00 per share to yield 5.00%
Prospectus will be mailed upon request
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MANAGED INVESTMENT

B. C. Telephone 4% Notes Bought for MacNab Fund

MacNab's investment manager buys $2,000 B. C. Telephone Co. 4% 15-year notes and sells a Dominion bond and a CNR bond as insurance against hardening money rates and a consequent decline in the price of long-term Dominion bonds. MacNab's high-grade bond account is now 42% of the value of his total investment portfolio.

The MacNab Fund Transactions

No of Shares	Security	Price	Amount
Sale (Oct. 21)			
$1,000	Dom. of Can. 3%/66	$104½	$1,050.36*
$1,000	Cdn. Nat. Rly. 2¾%/67	$100½	1,015.94*
Purchase (Oct. 21)			
$2,000	B. C. Telephone 4% notes Nov. 1, 1962	$100	2,000.00

*Including accrued interest.

MacNab's Manager Says:

Some signs of a slackening in the demand for high-grade bonds at current low yields is apparent, although Dominion of Canada long-term bonds remain fairly steady at current price levels. As insurance against hardening money rates and a consequent decline in the price of your long-term Dominion bonds, I have sold during the past month, $1,000 Dominion of Canada 3% bond due 1966 and $1,000 CNR 2¾% due 1967 and reinvested the proceeds in $2,000 B. C. Telephone Co. 4% 15-year notes.

While these notes rank junior to $19,500,000 of first mortgage 3¼% and 3⅛% first mortgage bonds due 1971, there are outstanding $5.5 millions of 6% preferred stocks and $4.5 millions of common stock, over which these 4% notes rank prior as to security in event of liquidation. Earnings coverage is substantial, being 5½ times bond and note interest for 1946. An annual sinking fund of 3% of the aggregate principal amount of these notes outstanding from time to time, is provided, commencing Jan. 1, 1948.

The substantial growth of the Province of British Columbia is reflected in the demand for telephone service, there being 19,792 orders for telephones on hand at the end of 1946. Total assets of the company were shown at $47,161,000 as at June 30, 1947, and working capital is stated at $3,415,000 to which proceeds of this $5 million note issue will be added, and will be used for additions and extensions to the company's plant and properties.

Your high-grade bonds now consist of the following maturities:

$1,000 Dom. of Can. 2½% bond Mar.1/48.
$2,000 Can. Savings 2½% bond due 1956*.
$1,000 Can. Savings 2½% bond due 1957*.
$2,000 B. C. Telephone 4% notes due Nov. 1, 1962.
$500 Dom. of Can. 3% bonds due Sept. 1, 1966.
$6,500 par value.
*Redeemable on demand at par plus interest at any time.

Your high-grade bond account is now 42% of the value of your total investment portfolio (valued at $15,380 on Oct. 15).

When suitable investment opportunities are available, these bonds may be used for reinvestment purposes into common and/or preferred stocks. A premium of $66.30 has been realized on the present switch of bonds and your income increased by $22.50 per annum from a total of $540.35 to $562.85 or a yield of 5.62% on your investment account at your original cost of $10,000. Your cash account now stands at $180.47.

Pulp and Paper

Whether due to lack of bidders or for other reasons, the Forest Service of U. S. Department of Agriculture has advanced the date for the sale of 1.5 billion cubic feet of Alaska timber lands to Feb. 18, 1948. It was originally intended to open bids on Oct. 1 but under the revised schedule, parties wishing to qualify for the oral bidding in February will submit statements by Jan. 5. According to the Forest Service announcement the postponement will "permit parties who have already expressed a desire to bid, to clarify their qualifications . . . also afford an opportunity for additional concerns to meet bidding qualifications."

Reports from United States indicate most paper companies there are thinking twice before plunging into the Alaska project. One large company is said to have stated that it would only go into the Alaska deal if government assistance in the form of subsidies were assured.

In addition to the sale of the timber limits in the Petersburg area, the Forest Service has also issued a prospectus for 1.5 billion cubic feet in the Ketchikan district, bids for which will be opened on Dec. 15. Requirements are the same as in the Petersburg area. In each case, a 150-ton-per-day pulp mill is required within three years of a successful bid; and a capacity of 300 tons daily within five years, with permission to increase to 525 tons daily within 10 years.

* * *

Higher Grade Papers Might Get Preference

Paper men stress that neither proposed sale sets up any requirement as to manufacture of paper, nor is there specification as to the kind of pulp to be made. Since the manufacturer is at liberty to make what he likes, it is thought likely that he would choose to manufacture the higher grades of paper, which command the higher market prices. Thus if increased newsprint production is one object of the Alaska development, the objective might fail if manufacturers are given a free choice. It is pointed out that the entire project entails a considerable amount of risk; thus a manufacturer is unlikely to make newsprint to sell at $90 a ton if he can make a finished product to sell at $150 a ton.

As far as government aid is concerned, it is pointed out that any subsidy proposal is bound to have political repercussions. If the Government subsidized newsprint production in Alaska, U. S. observers say manufacturers and consumers of other grades of paper would charge injustice in subsidizing U. S. publishers while paper manufacturers get nothing. If, however, higher grades of paper are manufactured from Alaska forests, U. S. publishers may ask why; with newsprint in short supply over the past two years.

Whether these questions are directly or indirectly the cause of the postponement is not known. The Forest Service states that "postponement will not effect any material delay in the actual development of this project . . . since survey and work on the ground are difficult in winter months."

* * *

Overseas Exports Up for Eight Months

Newsprint exports to overseas countries for the first eight months of 1947 are up 19,495 tons over last year, DBS reports. Some countries, notably United Kingdom, Brazil and some other South American countries, have received less newsprint this year. In the case of Brazil, this decline may be the result of the opening of its own newsprint mill at Monte Alegre. This mill is expected to produce 40,000 tons annually as well as about 35,000 tons of cellulose products and 20,000 tons of paperboard.

Newsprint exports to the end of August total 370,940 tons to overseas countries. In addition, United States received 2,387,905 tons.

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COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

MacKINNON STRUCTURAL STEEL CO. profit for the year ended July 31, 1947, was up 23.6%. Operations were hampered by shortage of steel and there is no indication of early relief, President D. H. McDougall states. Eventually the demand will be overtaken but in the meantime the company, with others, will be unable to meet orders on hand.

INCOME ACCOUNT

Years Ended July 31:	1947	1946
Net earnings	$75,292	$84,315
Less: Deprec.	11,609	10,000
Bank interest	77	330
Taxes♦	21,600	40,000
Net profit	42,006	33,985
Less: Pref. divds.	15,606	16,548
Pref. st. s. f.	6,600	4,359
Surplus for year	19,800	13,078
♦Incl. ref. EPT	......	919
Earnings per Share and Dividend Record:		
Pref.: Excl. ref. EPT	$14.02	$10.51
Incl. ref. EPT ...	14.02	10.80
Paid	5.00	5.00
Com.: Excl. ref. EPT	1.28	0.84
Incl. ref. EPT ...	1.28	0.90
None paid.		

CONDENSED BALANCE SHEET

As at July 31:	1947	1946
Cash & govt. bds. ...	$150,809	$142,868
Accts. rec.	10,652	53,229
Inventories	158,532	118,580
Total curr. assets ..	319,993	314,677
Misc. assets▲	4,949	9,111
Fixed assets	497,190	491,336
Total assets	822,132	815,124
Total curr. liab.	24,852	54,591
Deprec. res.	228,175	216,000
Pref. stk. s. f.	20	10
Capital stock	439,125	462,725
Capital surplus	56,675	33,075
Dist. surplus	5,597	12,972
Earned surplus▲	67,688	35,751
▲Incl. ref. EPT	4,625	8,605
Working capital	295,141	260,086

PACALTA OILS CO. Oct. 24 installment of 80,000 shares at 12½ cents a share has not been exercised and balance of agreement to Seigneur Mines & Management has been terminated by mutual consent.

THEODORE MEIGHEN

of Monette, Filion, Meighen & Gourd, has been elected a director of Dominion Square Corp., Montreal.

Stelco's Sales Increased 49% Demand Strong

Due to increased tonnage of purchased steel available and capacity production over the first nine months of this year, dollar sales of Steel Co. of Canada show an increase of 49% over the same period last year, when operations were disrupted during the summer by strikes affecting several plants, President H. G. Hilton writes shareholders.

Demand for iron and steel in practically all forms remains unabated and ingot production has been well maintained, notwithstanding the extremely hot weather encountered during the summer months and the effects of vacations upon production, Mr. Hilton states. In some cases inventory or other considerations have caused a decline in the rate of incoming orders for minor finished products.

During August negotiations were reopened with representatives of employees at the company's plants and an upward adjustment of wages was made.

The new battery of coke ovens will be placed in service in December, Mr. Hilton states. Progress in the construction of installation of the new cold strip mills is being delayed by shortages of labor and deferred delivery of equipment.

Despite removal of price ceilings on steel wire products and other further finished articles on Sept. 15, about 60% of the company's sales are still subject to price control, Mr. Hilton states.

Referring to the price increase, effective Oct. 1, in primary forms of hot rolled steel, pig iron and scrap, Mr. Hilton states the company's policy has been to try to maintain a stable price structure but steadily increasing costs of various materials and services made it impossible to maintain the former prices any longer. About one third of the total increase in the company's manufacturing costs since the outbreak of war has occurred this year, he states. "It is obvious that as long as costs continue to rise, this trend must be reflected in prices," he adds.

Davis Leather Co. Outlook Brighter

Earnings of Davis Leather Co. for the last quarter of 1947 are likely to show a substantial improvement over previous periods, Chairman of the Board J. A. Gairdner states.

As a result of the lifting of price ceilings on skins and finished leather, the supply of skins internally during the last month has increased, with the result that the company is now working at capacity. The dollar situation in the export market is still giving officials some concern; but the impact has not been as serious as was earlier expected.

CITY OF NORTH BAY
$60,000.00 Debenture Issue

The Municipal Corporation of the City of North Bay will receive Tenders up to November 15th, 1947, for the purchase of $60,000.00 (Sixty Thousand Dollars) 2% (two per cent) Debentures.

For further information write to
Mr. H. C. PILLEY,
Treasurer.

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Ind. Acceptance Rights Offered

Class A common shareholders of Industrial Acceptance Corp., of record Oct. 31, 1947, were offered the right to subscribe to additional stock at $27.50 a share on the basis of three shares for each 10 shares held. The offer expires Nov. 28, 1947. Quoted market value of the outstanding Class A shares was $35½ on Oct. 31.

Shareholders resident in the United States may not subscribe for shares as the stock is not registered under the U. S. Securities Act of 1933 but they may sell their "rights" in Canada in conformity with the Canadian Foreign Exchange Control Board rules.

Providing all rights are exercised, proceeds will be $825,000 which will be added to the general funds to assist in expansion of the business.

Net profit for the nine months ended Sept. 30, 1947, after all charges including income taxes of $311,000, was equally to $3.50 a share on the 100,000 outstanding Class A common shares. This compares with earnings of $1.94 a share for the full year 1946.

"Your company's operations have now reached a level greatly in excess of any previous in its history," President J. P. A. Smyth states. "It is reasonable to anticipate a continuing active demand which, combined with the financial program, should be increasingly beneficial to shareholders," he states.

GOLDHAWK PORCUPINE MINES has received payment for 30,000 shares at 15 cents, part of Nov. 8 installment. Issued capital is 2,974,005 shares.

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SCHOOL COMMISSION ST. ISIDORE has sold a $100,000 issue of 3% serial 30-year bonds to Banque Canadienne Nationale for a price of 99.75. The net cost of the money borrowed is 3.022%. The Provincial Secretary has promised a grant of $40,000 for this loan.

TOWN OF ASBESTOS has sold $167,000 15-year serial 3⅛% bonds ($110,000 of 2½% 1948-57 and $57,000 of 3½%'s 1958-62) for a price of 99.839 to L. G. Beaubien & Co. and Canadian Bank of Commerce. Interest cost averages 2.788% to the municipality.

Second Series

CANADA SAVINGS BONDS

2¾% Interest

Dated November 1st, 1947 Due November 1st, 1957

Interest payable annually 1st November. Convertible into cash at any time at any bank at par value plus accrued interest.

Denominations: $50, $100, $500 and $1,000

Price: $100 per $100 Bond, to yield 2.75%

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New Issue

$837,000
Township of Etobicoke, Ontario
2¾% and 3⅛% Debentures

To be dated December 15th, 947 To mature December 15th, 1948 to 1967 inclusive

$407,000 2¾% debentures due December 15th, 1948 to 1957 inclusive
$430,000 3⅛% debentures due December 15th, 1958 to 1967 inclusive

The 2¾% debentures having been sold, we offer the 3⅛% debentures, as principals, if as and when issued and accepted by us and subject to the validation of the Ontario Municipal Board.

Price: $101.33 plus accrued interest yielding over 3.01%, for proportionate amounts from each maturity.

A circular giving full particulars of the issue and describing the Township of Etobicoke and its finances will be furnished upon request.

Harrison & Company
Limited
66 King Street West, Toronto
Telephone: Waverley 1891

Bankers Bond Corporation
Limited
330 Bay Street, Toronto
Telephone: Adelaide 6267

Mr. Abbott Points the Way

The excellent and informative address given last week to the Canadian Exporters Association by Hon. Douglas C. Abbott would have been much more effective if it had had the backdrop of a recognition by Prime Minister King that a Canadian dollar crisis really exists.

In his Montreal speech, for the first time, Mr. Abbott spoke out bluntly about the seriousness of the present situation. He made numerous specific and constructive suggestions as to how this problem could be solved.

That was in sharp contrast to Mr. King.

The previous day, Canada's Prime Minister held a press conference in which he announced the early summoning of Parliament. But he tied this special summons not to the dollar problem but to the Geneva trade pacts. He did admit that "other matters" would be discussed. But he refused to be drawn into any admission that these might be connected with foreign exchange.

Main emphasis of Mr. Abbott's speech was directed toward Canadian exporters and what they could and must do to help.

He singled out more especially the 2,000 Canadian branch subsidiaries of U. S. firms with an investment of over $2,300 millions in this country. He indicated quite clearly that they are considered the spearhead in a new national policy aimed to strengthen the processing and manufactured goods industries of Canada so that they are less dependent, than in the past, on American imports.

In some quarters this is already being interpreted as a rebirth of "protectionism." Such an interpretation is not justifiable. For the groundwork of the new approach (as Mr. Abbott pointed out) is the Geneva trade agreements—agreements which embrace essentially a substantial reduction in tariffs over a large proportion of Canada's overseas trade.

Mr. Abbott warned that temporary restrictions might be necessary to meet the present urgency, but he pointed out that the main and proper approach to a solution of Canada's trade and dollar problem lay not in restriction but in greater freedom and trade flow—provided that a solution could be found for the present one-sided movement as between Canada and United States.

Since Mr. King has failed to supply the answer, Mr. Abbott or Mr. St. Laurent (as acting leader of the Government) should now make it clear what role the forthcoming meeting of Parliament is intended to play in meeting the country's dollar dilemma.

Make Sure We Don't Lose It

There is warning for us Canadians, too, in last week's roar of protest by Winston Churchill against the economic doctrines of the Attlee government. That government attempts, one way or another, to regulate every step and turn its people make. Get a permit, sign a form in triplicate, stand in line, wait, till we plan — those are the government commands that today resound throughout the harassed Island. Those are the slogans by which Britons today are supposed to revive their land, help it regain its stature of honor and power among the nations.

Here is what Churchill wants government to do:

"Establish a basic standard for life and labor and provide the necessary basic food for all. Once that is done, set the people free, get out of the way, and let them all make the best of themselves and win whatever prizes they can for their families and their country within the just and well-known laws of 'let the best man win.' "

That is the system which made Britain great; which transplanted to North America and elsewhere produced a swift, sensational rise in the average standard of living; which energizes a whole people.

That's the system which has built Canada. Let's make sure we don't lose it. Now at a critical period in our Dominion's development, let us take every step needful to release the immense energy of our people. And the only way to do that is to permit adequate incentive and freedom within the well-known laws of "let the best man win."

Wheat Bait

Moscow reports that the Russian grain crop this year is up 58% and implies that there will be plenty to spare for those hungry countries that turn their eyes and their thinking from west to east. Like all percentage figures, however, the announcement is meaningless unless we know the acreage and the details of previous crops. On those significant points Moscow is silent and has been silent for many years.

"Fifty-eight per cent bigger than what?" asks the Minneapolis Star pointedly, then adds: "It is a typical Russian trick—give out figures that are impressive at first blush, but meaningless upon examination."

In Germany under Hitler crop statistics became notoriously unreliable and in Russia, where crop estimates and goals have become official propaganda, the situation is probably worse. It would be most surprising if it was otherwise, with orders from central bureau to step up production—or else. Every area has its quota and the only way the local bosses can hope to hold their jobs is to see that those quotas are reached—at least on paper. Eventually, of course, there must come a reckoning as occurred in Germany just a few years before the war.

Almost out of a blue sky Hitler placed large and sudden orders for millions of bushels of wheat, when he finally discovered that the optimistic estimates turned in by the local yes-men were far too high. He wanted metals, oils and chemicals for the war he was planning, but for a time he was forced to spend good money on wheat.

Even in the old days before the revolution there was never any great surplus of wheat produced in Russia. The moderate amounts that did enter the export trade were largely possible only because some districts went short or ate coarser grains. Only in a few odd years since the Communists seized power, has there been any substantial amounts of wheat offered and in almost every instance these were used for political as well as economic purposes.

Soviet diplomats have made it perfectly clear that they are out to smash the Marshall Plan. Optimistic wheat estimates and promises of food, under certain conditions, will doubtedly be used as weapons in that fight.

1817 - 1947

Only a couple of years after Napoleon's dream collapsed at Waterloo, nine men gathered around a table in Montreal and founded Canada's first bank. They named the new institution after their own city, but within a year branches had been opened at all principal points in Upper and Lower Canada.

From that corporal's guard in 1817 the staff has grown to 8,000 strong, with branches in every part of the country. This week the Bank of Montreal celebrates its 130th anniversary. All Canada will wish it well.

Know Thy Neighbor

In an otherwise admirable write-up of a large Canadian business, a U. S. magazine makes this serious slip: "The Canadian mail order merchant has a problem which is hardly known in the States. His customers in the Maritime Provinces insist on speaking only French."

Strictly speaking, of course, all our provinces but Alberta and Saskatchewan, touch salt water at some point, but the designation, "Maritime," usually means Prince Edward Island, Nova Scotia and New Brunswick only.

Now in those three provinces there are many fine people who can and some who usually do, speak French. In the main, however, these areas are English speaking. Even Quebec, and it is probably of this province that the American writer was thinking, is not solidly French speaking by any means, and a large percentage of those who customarily use that language, can also speak English.

To Canadians who welcome thousands of American visitors every year it is a little disconcerting to discover that, south of the border, our customs, history and geography are still not as well known as they should be. And we have little to boast about in our real knowledge of the United States. There is urgent need, as a joint international committee pointed out recently, for more teaching of each other's history in the schools of Canada, and the United States. Not only did this committee find far too little of this history being taught, but it also was severely critical of the meagre portions selected. In both cases there was far too much stress on early strife and differences, not nearly enough on later development of harmony and closer commercial and cultural relations.

Those Little Plans

Five years ago when we were not worrying about losing the war, socialist planners at Ottawa and Washington were trying to worry us about the tough time there would be keeping up employment after the boys came back. Well the war has been over more than two years and so far the worry has been to get the labor to do the jobs.

For the United States the best the planners could see was 56 million jobs by 1950 and that only by the most liberal expansion of all sorts of government projects. Although they still have two years to go, that objective has been exceeded by over 12½%, the latest reports putting total U. S. employment at 63.4 millions.

In Canada the position is identical with current employment estimated at over 5 millions, by long odds the largest total in our history, greater even than during the peak of the war.

If we keep our heads and the other countries of the world regain theirs, those great totals for Canada and the United States should be steadily exceeded in the years ahead. Certainly neither in this country, nor any other, is there any indication yet that we are approaching saturation in major lines of production.

Poor Timing on Ceiling Removal

Aside from a misguided minority which would have the state take over all business, most people will agree with the Dominion Government's decision to remove ceiling prices on coarse grain. If we are to get back to a free economy then the state must vacate the field and let the natural laws of supply and demand take over. But the timing of this latest decontrol move seems to have been most unfortunate.

It came right in the middle of the marketing season.

Those who sold their oats and barley under the ceiling got 30 cents a bushel less than those who sold after control was removed. That sort of action doesn't help orderly marketing.

Undoubtedly, the meat strike was a factor in delaying the government action on coarse grains but if possible the move should have been made weeks before that tieup. The best time would have been last spring or early in the summer, when coarse grains holding were at a minimum. In that case almost everyone would have had an equal start.

But this is not the first time, nor, unfortunately, is it likely to be the last, when the authorities have been guilty of poor timing. Controls, tariffs, quotas and changes in various regulations have often been announced at the most embarrassing and expensive moments for business and producers.

The trouble probably traces to the fact that these decisions, which have such vital consequences on business, are not made by businessmen. Too often, apparently, they are made without even any consultation with business.

Housewife Rules Again

For the first time in five long years the Canadian housewife can go into a store and buy whatever she likes from the goods on display there. End of sugar rationing this week restores her prewar prerogative of making her own buying decisions. And few will dispute that the housewife is the most capable authority for making these decisions. After all she is the only one who knows her own family needs, likes and dislikes, what it can or cannot afford.

We are a nation of individuals, with individual needs and preferences. No bureaucrat, no matter how wise or efficient can devise blanket regulations that will satisfy or fit perfectly our individual requirements.

In sugar, the first to be rationed and the last to be freed, there was waste even during the periods of greatest scarcity. Those people with some fruit of their own could not obtain the necessary extra sugar to preserve it and were forced to compete with the others later on for the minimum amount of commercial packs of jams and preserves. To a certain extent the same thing occurred with all other rationed foods. In a dire emergency, when supplies are desperately short and no substitutes are in sight, rationing has a place, but we should be thankful that we no longer need it.

Post Scripts

Seeks Tax Leaks

Disturbed by the proportion of tax exempt properties on its assessment rolls which, through the years, have been steadily increasing, the city of Winnipeg recently decided to investigate how it all happened. It has hopes that some of its tax free realty may be restored to revenue production and is determined that several practices of the past will not be repeated.

MR. FILLMORE

To make the inquiry the city council has picked W. P. Fillmore K.C., one of the leaders of the Manitoba Bar who recently has been acting for the city and the Winnipeg Board of Trade in opposing the freight increase.

Fillmore is an able and experienced lawyer who is regarded as one of the humorists of his profession and in the courts is marked as an advocate who never uses a spare word.

He made his debut in Winnipeg in 1902 as a baseball pitcher, coming to the city from Iowa to strengthen an amateur baseball team in the Winnipeg City League.

On the baseball diamond he set up a record by which he is still remembered. He had the chance to play professional ball and possibly would have become as eminent as an athlete as he did in his profession. Once he was given absolution from endangering his amateur standing to pitch a professional game in Winnipeg. Although he lost it 3-0 the box score is still one for the books.

After a season of baseball in Winnipeg Fillmore returned to his home town of Spencer, Iowa, where he was born in 1882. He registered in Grinnell College, graduated in 1904, and came back to Winnipeg to article in law with the legal firm of which he is now the head.

He never sought public office and in his professional practice he rarely touched the criminal law. Two high court judges have come from the firm which he joined as a student. In 40 years of practice Fillmore has specialized in insurance, civic and corporation law.

Mr. Fillmore has been a King's Counsel for many years and has taken a leading part in the work of the legal profession in trying to get the greatest degree of uniformity in the statute law of the province. He is a former president of the Conference of Commissioners on Law Uniformity in Canada which meets annually immediately preceding the annual convention of the Canadian Bar Association. He is past president of the Manitoba Bar Association and is now president of the Manitoba Law Society.

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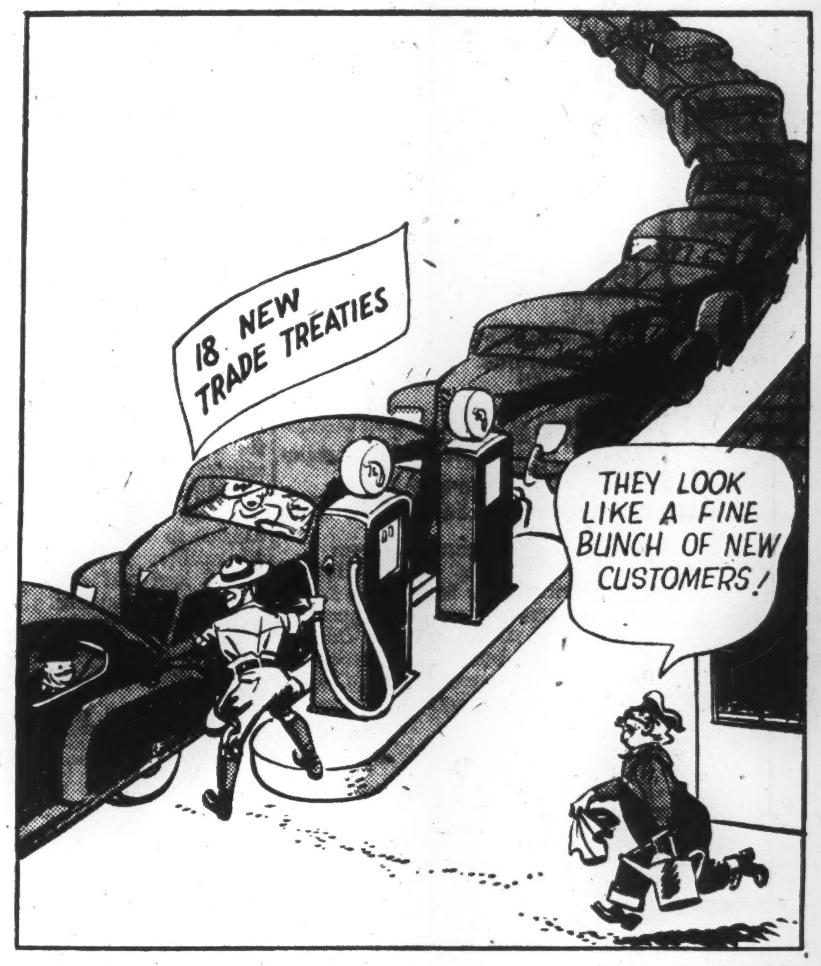
Marine Lawyer

John V. Clyne, a distinguished-looking lawyer who probably knows more about marine law than any man on the Pacific Coast, has been appointed to the top position in the Dominion's new maritime commission.

MR. CLYNE

Clyne, whose board will administer the Canada Shipping Act and operate the government-owned Park Steamships, however, is modest about his new job and at the same time is pleased and sorry about it. "I will hate to leave Vancouver," he said, "because so many of my interests are here."

A member of the Vancouver legal


18 NEW TRADE TREATIES
THEY LOOK LIKE A FINE BUNCH OF NEW CUSTOMERS!

—*Cartoon by Grassick.*

Clyne, the new chairman of the maritime commission will hold the post for a five year term.

Clyne knows both the sea and law from practical personal contact, for he has attended with honor some of the world's finest law schools, and has lived by and loved the sea all his life.

Born in Vancouver, he went to school here and graduated from the University of British Columbia. Then he went to England where he worked on ships, sometimes as a deckhand. After this experience he attended King's College, University of London, where he studied law, and specialized in marine work. Returning to his home town after obtaining his degree, he started practice in 1927 with his present firm and for some years has been solicitor for the Merchants Exchange.

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Exporters' President

Canadian Exporters Association's 600 manufacturing and 125 agency companies selling abroad, last week in Montreal brought H. V. Lush out of the membership ranks to be their fifth president. Harold Victor Lush, 58, trailblazer in labor relations, one of Canada's most export minded and widely travelled manufacturers, is president of Metal Stampings Ltd., Toronto.

In Europe's lack of dollars and credits, the exporters of Canada's copper, nickel and aluminum, timber wheat, and manufactured goods face potentially grave depression-making factors. But many, like Lush, think of the world dollar dilemma as a short-term problem; hope for a scheme of Marshall plan aid that will give Europe the means to buy Canadian as well as U. S. goods; see new promise for the longer term in rising Latin American markets.

Basic belief of the new CEA president is that international citizenship will be found most speedily if not only in paths of international trade. "Any bar to free flow of goods between nations is also a barrier to international understanding," he remarked earnestly to The Financial Post this week. "Canada will take her rightful place as a ranking power when she views problems of external relations from a world point of view. We must seek wider association through trade and travel abroad. In this way, and perhaps only so, we can gain and impart understanding, and win lasting amity within our immediate circle at least."

Born in Newmarket, near Toronto, of a family of nine, Harold Lush after his father's death left school early to go to work, started as errand boy for a Toronto druggist at 15. At 19, he gravitated to driving a food store delivery wagon and after five years of saving bought out the boss in 1914 and ran the business personally until 1918 when he was 29 and three years married. Then, entrusting his store to a manager, he did a two-year stint between Halifax and the Lakehead selling syndicated advertising service for a New York firm.

Selling the store in 1920, he bought into Metal Stampings, becoming by stages office, sales and general manager and, in 1935 a majority owner and president. It was in 1937 that the firm launched its export business, in 1940 that it built a more modern suburban plant which successive enlargements since have made a district showplace. Metal Stampings today exports about half its production, which it estimates as about half of all aluminum cookware sold abroad by Canada.

Lush this year, yielding to pressure of production and expansion problems, has waived for the moment his own rule for successful selling abroad; recently sent an emissary to South Africa instead of going himself. Before, it had been a job for the boss—Britain in 1937 and again in 1939; 22 Latin American countries in 1945.

Outside of business, he finds time for a family of six, two girls and four boys, the youngest 22.

Stop Me If—

Garage Mechanic: "What's the matter lady?"

Mrs. Clutchbuster: "They say I have a short circuit. Could you lengthen it while I wait?"

• • •

"What is the typical modern executive?"

"A man who talks golf all morning in the office, and business all afternoon on the links."

• • •

Betty was hesitating between two young men, and at last it struck her that she might get some help from her father.

"Which do you think I should take, Daddy?" she asked. "Joe is awfully handsome, but Sam is a nice, steady chap."

Father did not hestitate.

"My dear," he replied, "if you want a good husband, take Sam. He really loves you."

Betty looked interested.

"How do you know?" she asked.

Father smiled.

"I've been borrowing money from him for the last six months," he said, "and he still comes to see you twice a week."

Time Cannot Wither—*by Joseph Lister Rutledge*

Sir William Osler, the great Canadian physician, who did so many great things and said so many wise, once pretended to urge that men should be chloroformed at the age of 60. Sir William spent the remainder of his life denying this foolishness and urging that he had actually said that "the work of the world is done by men between ages of 25 to 40." Even here he might have been criticized for stepping out of his own field. He might have remembered that he was just at this age limit when he left McGill to take charge of the medical school at Johns Hopkins and he was well over 40 when he became regius professor of medicine at Oxford.

Unfortunately the disavowed statement has always been associated with his name. How much it may have been a factor in the present disposition to set the age from 60 to 65 as the limit of usefulness, no one can say. Equally no one can know how much has been lost through this arbitrary creation of a chronological deadline.

Charles R. Wiers, an American business executive has stated that "on the basis of reliable statistics 66% of all the great achievements of man were developed and given to posterity after he had reached or passed his 60th year." While such broad generalizations must always be suspect, the medical fraternity, in contrast to Osler's admitted statement, has been tending to support it. Doctors challenge any chronological deadline as both irrational and wasteful. Age, they contend, as far as it affects abilities is of minor importance. It is the agility of mind that should be the deciding factor. On that basis, some men might be old at 50 and others young at 70.

If the setting of a retirement deadline has any justification it must be that it relieves administration heads of the embarrassment of having to ask for the resignation of men and women who have quite obviously outlived their usefulness. So contends Dr. Wingate M. Johnson past president of the American Geriatrics Society, an organization devoted to the study of effects of age. "The decision whether a man should be retired or no belongs," he contends, "to the psychologist rather than the doctor or executive. That we have set up arbitrary retiring ages reflects our readiness to accept easy 'outs' rather than to seek a reasonable solution."

Dr. Wingate evaluates the case both for and against the idea of a retirement age. For it, he contends that relatively few people can rightly assess their own mental condition. There is the question also as to whether older minds have the flexibility and resiliency needed in such occupations as that of teacher or research worker. Reaction time may not be as prompt in the older as in the younger worker, though we possibly overrate the effect of physical strain on older persons in active occupations.

Against any arbitrary retirement plan is the quite obvious argument of the waste of retiring productive workers and the psychological shock that often follows retirement. Moreover, war conditions proved that any age basis of retirement was fallacious. People long past the age of retirement were fully capable of carrying on the work that would have been closed to them under other conditions. They were usually more dependable than younger workers, represented less lost time, while the accident rate decreased as the age increased.

Perhaps the least scientific but the most persuasive argument is that of experience. What would the world have lost had a retirement deadline been enforced? The record is endless, but think of a few items.

Count Zeppelin developed his first craft lighter than air in his 70th year. Edison astonished the world with inventions between the age of 70 and 80. Benjamin Franklin helped frame the American constitution at 79, and Gladstone was Prime Minister of Britain at 83. Tennyson, Longfellow, Wordsworth, Browning, Whittier, Bryant and a multitude of others produced some of their finest work when they were past 75, and John Wesley was preaching regularly at 88. Connie Mack was manager of the Philadelphia Athletics in his eighties and at 81 Alonzo Stagg was named football "man of the year." Mackenzie King is Prime Minister of Canada long after any recognized retiring age, while Winston Churchill was 68 when his indomitable courage was steeling an Empire for the ordeal of the Battle of Britain.

All in all, it would seem that there is ample evidence that the years have little enough to do with accomplishment and determination or initiative or daring. The real deadline must always be based on the quality of mind not on its age.

What Others Are Saying

Editorial of the Week

It Has Worked Well

Winnipeg Free Press

Mr. M. J. Coldwell, national leader of the CCF, unburdened himself of some thoughts on Free Enterprise at Fairview, Alta. He said:

> "Free Enterprise is an attractive theory, but it just does not work. It promises security and freedom to all, and leaves everything but profits to chance."

Mr. Coldwell as usual is a little right and a lot wrong. He is right when he says "Free enterprise is an attractive theory" and hopelessly wrong when he says "it just does not work."

Mr. Coldwell happens to be talking about the only theory which really has worked, which has raised a good part of the world to a standard of living never reached before and which now offers hope to millions all over the globe.

This country and this continent are proof positive of the practicality of Free Enterprise. If Mr. Coldwell can point to any place where his particular brand of economics has worked half as well, then we might be ready to listen.

Other People's Views

AIR IMMIGRATION should be continued, says the **Windsor Star.** "The scheme has been instrumental in obtaining, for Ontario, young people of skill and initiative. With 3,500 already arrived, and a total of 7,000 to be attained by the year end, there is no reason why the program should not be carried on further. It has worked so well as to be a tribute to those who conceived the idea. Even if there has not been as large a proportion of farm laborers as desired; if there have been a few malcontents go home; if some had difficulty securing housing, these incidentals do not deny how smoothly the plan has functioned."

MAJOR SOURCE of farm income in New Brunswick comes from the potato, points out the **Saint John Times-Globe.** "New Brunswick's big potato industry brings our farmers more than any other branch of agriculture. If prices hold firm and this year's crop measures up to expectations, it will be worth nearly $20,000,000. And the benefits, it should be emphasized, spread far beyond the boundaries of the counties where potato growing is concentrated."

PEOPLE WANT BETTER FILMS declares the **St. Thomas Times-Journal.** "The public would appreciate more films of an educational character interspersed in ordinary movie theatre programs. Certainly there are too many 'shorts' that are an insult to average human intelligence. Unfortunately, Hollywood caters to a type of moviegoer, particularly in the United States, that is very near the moron classification."

A LOPSIDED SETUP is the way the **Halifax Herald** describes the new Ottawa-appointed Maritime Commission of two Quebec members and a British Columbia chairman. "To set up a 'Maritime' Commission without Atlantic 'salt-water' representation is a spectacle to provoke no little amazement. It is, of course, desirable and necessary to have External Affairs contacts with such a Commission as this—External Affairs advice, co-operation and action—but it is not necessary to have an External Affairs lawyer as a member of the Commission to the exclusion of practical and experienced Maritime representation. Ottawa is so remote from the sea and its way and activities! Ottawa appears always sure to do things like this. It is what the late 'Gerry' McGeer used to describe as the 'canoe-mind.' "

MATERIAL WITNESSES are not criminals, declares the **Winnipeg Free Press,** which is indignant over the treatment of an individual held in this capacity following the Dugald train wreck. After outlining how this witness was locked up in a cell with murderers, burglars and drunks, cut off almost entirely from his family, subjected to prison lectures and indignities, the Free Press points out: "A material witness is not an accused person or a criminal. He is exactly what the words say — a witness whose evidence is important. It is not unusual to detain persons as material witnesses and there is no suggestion that the authorities overstepped the law. But surely a man not accused of any crime, wanted only as a witness, should not be treated in this fashion. It should not be beyond the resources of the attorney-general's department to provide quarters other than these for such a person."

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Nov. 8, 1947

The Provincial Roundup

The biggest bull market in elections in Canada's history appeared to be on the horizon. Informed observers foresaw the possibility of a Dominion contest and seven provincial campaigns within the next 12 months. The detailed forecast:

Dominion: Probably some time in 1948.

Prince Edward Island: Election already called for Dec. 11.

Saskatchewan and Alberta: Virtual certainties.

Ontario and Quebec: More than an even bet.

British Columbia: A distinct possibility, if the present Coalition splits on a successor to Premier John Hart (The Financial Post, Oct. 11, 25).

Nova Scotia: A possibility (less likely) if Premier Angus Macdonald went to the Bench, as previously forecast (The Financial Post, Feb. 15).

This left Manitoba and New Brunswick alone in the field of probable nonstarters in the 1948 handicap.

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P. E. Island

PC's Well Geared: Calling of a general election for Dec. 11 (The Financial Post, Nov. 1) didn't take Island Progressive Conservatives by surprise; already they had candidates in the field for every one of the 30 seats in the legislatures (15 assemblymen, elected by general vote; 15 councillors, elected by property owners only). Liberals, in power since 1935, also planned to contest every seat; and the CCF, who "also ran" in their first Island start four years ago, predicted it would be different this time. One of the main issues, Premier J. Walter Jones hinted, would be his Government's action in taking over the strike-bound Canada Packers plant: "We could not permit 12,000 farmers to be dictated to by 70 strikers . . . think of us as a Government of action, and judge our actions for the future, on our performance in the past."

Last Blackout?: What the Island hoped would be a power shortage to end all power shortages, was in force this week, as the Maritime Electric Co. cut back facilities, to facilitate installation of its new turbine, imported from England last spring. A week of temporary blackouts in various areas during peak periods was announced, but with the hope that when completed, the new plant would have a power reserve well ahead of current requirements.

Milk Up 14%?: Higher-priced milk might be on the horizon today. The Provincial Milk Board was studying an application from producers for an additional 15c per butterfat pound, which might add two cents a quart to the present 14c retail level. Simultaneously, the Board planned more rigid inspection of producing plants, under legislation enacted this year.

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New Brunswick

Power Rationed: Power rationing, threatened in Ontario (The Financial Post, Nov. 1) was a reality here today. As November came in like a camel, water in the Saint John River was at a wading level; in consequence, power was shut off for three hours daily (9 to 10 am., noon to 1 p.m., and 3 to 4 p.m.) in Carleton and Victoria counties; also in U. S. border towns of Presque Isle, Fort Fairfield and Houlton. U. S. interests, which controlled the power development at Aroostook Falls, voiced hope that night-time service could be maintained. The power shortage forced a cut of almost two thirds in operations in the Saint John Sulphite mill at Fairville.

Take Over Power Plant?: Simultaneously, Saint John City Council moved to apply to the legislature next February for authority to take over the property of the New Brunswick Power Co., with the understanding that the generating plant would be turned over to the provincial Electric Power Commission; the distribution and transportation system and the gas plant now operated by the company, to come under civic control. Civic authorities would not say whether the proposal constituted an offer by the city to purchase, or an offer by the Power Co., to sell; however, it was generally understood that negotiations had been under way for some weeks, with the provincial government an interested spectator, if not a direct party.

New Revenue Peak: Provincial revenues for the fiscal year ended Oct. 31, were expected to top $20 millions for the first time, with a surplus probably higher than the budget estimate of $2,861,340. Budgeted revenue for the year was $20,908,962.

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Nova Scotia

Gain Only $3 Millions: Two and two did not always add up to four, Premier Angus Lewis Macdonald, an alumnus of four universities (St. Francois Xavier, Dalhousie, Columbia, Harvard) reasoned. For instance, he explained, the province's new "$10 million deal" with the Dominion Government, only netted Nova Scotia $3 millions yearly; the balance was offset by sacrifice of provincial corporation taxes, income taxes and succession duties.

New Dairy Headache: Increased costs of western foods, and of proteins, pose a threat to the province's dairy industry (and also to that of Prince Edward Island) Agriculture Minister A. W. MacKenzie reported; said "tight control exercised over sale of proteins by certain companies," made it difficult for independent millers to manufacture mixed feeds. Feeds required in the Maritimes, he explained, include fish meal, blood meal, soy beans, oil cake from linseed meal, and gluten. In the face of present demands for meat, and of increased costs of milk production, many dairy farmers were selling their cattle for slaughtering.

Vote Milk Strike: Antigonish County milk producers, more than 100 strong, voted to join Cape Breton producers in a strike if the price for milk delivered in Sydney is not increased 30% to $4.80 per cwt. Speakers said Antigonish dairymen are producing at a loss, owing to failure of grain and root crops, and to increase of 75% in the cost of essential milk foods; complained that the Board of Public Utilities "could not be expected to be familiar with production costs, so long as there is not a farmer on the Board."

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Quebec

Aid Urban Building: An urban credit system, similar to that now in force in rural areas, was forecast for the coming legislature session, and as one of the Union National planks in a more-than-possible 1948 election. Main aim of the measure would be to encourage home-building in larger centres. It might be administered, it was suggested, by an independent commission similar to that which now operates the farm loan scheme; or might be placed in the hands of the Caisses Populaires (People's Banks) which already advance small sums to shareholders, to help them construct or purchase homes.

Say Pay Boosts Costly: Salary increases totalling $4.6 millions sought by civic employees, would boost Montreal's tax rate 25%, the city submitted in a brief to the arbitration board headed by Judge J. E. Cadotte. The present property tax rate of 17 mills is the highest in the city's history, the brief pointed out; stressed also that average civic salaries in all groups involved, were above $2,000. Answering the argument that the city would complete the present fiscal year with a substantial surplus, the brief maintained that any such balance could not be expended for purposes not already budgeted for.

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Ontario

Indian Summer Session: The legislature, in an Indian summer session, labored seven days, and not only wound up business left unfinished last spring but also enacted several new measures, notably: a new Securities Act, empowering securities and investment dealers to discipline members of their association; amendments to the Milk Control Act to provide for negotiated changes in milk prices (but not for municipal dairy systems, as recommended by a Royal Commission, and as asked by the city of Brantford); permission to the Hydro Commission to ration electric power; lower retiring ages and increased maximum pensions for civil servants (The Financial Post, Nov. 1); a ban on any enforced removal of Ontario company records from the province.

Opposition measures rejected included a CCF "Bill of Rights" (it was impossible, government spokesmen insisted, to legislate race or creed prejudice out of existence); compulsory premarital medical examinations; and lowering of the franchise age from 21 to 18.

Hard on the heels of prorogation, unconfirmed reports said the Government would authorize a 10% increase in civil servants' salaries and wages (over and above regular annual increments); taking this step in preference to a restoration of cost-of-living bonuses.

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Manitoba

Scan Hospital Costs: The province was seeking a highest common denominator on hospital costs. Faced with a request from the Manitoba Hospital Association for increased grants, Health Minister Ivan Schultz pointed to "a wide variation of costs, even as between hospitals providing relatively the same type of service." Accordingly, the Government named a Commission (Chief Justice E. A. McPherson, A. L. Crossin of Winnipeg, Murra McKinnon of Kelloe) "to ascertain the cost per public ward-patient day, and the reasons for variation in cost: and to report on the efficiency of the accounting systems in various hospitals." On its findings, would depend the scale of future government aid.

Milk Supply Down: Abnormally mild autumn weather knocked a sudden hole in the provincial milk supply; frugal-minded dairy farmers had left their herds on pasturage later in the season than usual, and production had fallen off as a result. Milk Control Board officials predicted the situation would adjust itself, as soon as cattle were placed on winter feed; but meanwhile, distributors were unable to fill normal demands, much less to meet emergency calls for supplies from Northwestern Ontario districts. Simultaneously, retail prices in Greater Winnipeg rose a cent a quart (to 15c.), on the strength of a plea of increased production costs.

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Saskatchewan

Big, Bad Interests: The CCF's main enemy in the next provincial election would not be "the few Liberals wandering around the province," but "the vested interests," Premier T. C. Douglas warned Socialists of Lumsden constituency: "Big business — mortgage companies, insurance companies, and other interests which have exploited the natural resources of the province in the past, will be prepared to pay any price to defeat the CCF Government." Douglas dropped no hint of the election date, frequently forecast as next June or July (the Government's term of office does not expire until July, 1949).

McIntosh Is Willin'?: Meanwhile Co-operatives Minister Lachlan F. McIntosh was silent on a report that he might quit the Cabinet, to accept a post with a Winnipeg export-import firm. He indicated, however, that he could be persuaded to run again, if nominated by Prince Albert CCF-ers next week (Nov. 13). Earlier rumors had hinted that McIntosh and Attorney-General J. W. Corman might find the going tough in their own conventions.

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Alberta

Hospital Plan Spreads: The province's municipal hospital scheme is selling itself to the public, Health Minister W. W. Cross, told the Associated Hospitals of Alberta. Six private hospitals have come under the scheme this year, and five new municipal hospitals are under construction. Seven newly-established districts are to vote this fall on entering the scheme. If all approve, 62 hospitals will be operating under the plan. The Association was also asked to approve a group insurance plan sponsored by the Alberta College of Physicians and Surgeons for prepayment of medical and surgical expenses.

Edmontonians Vote: Harry D. Ainlay had a fight on his hands for a third mayoralty term, as Edmontonians went to the municipal polls this week (Nov. 5). The Citizens' Committee offered no opposition to Ainlay, nominee of the Civic Democratic Association; but a last-minute dark horse emerged, in the person of Frederick J. Speed. Voters were also to decide whether future mayoralty terms should be one year, as hitherto, or two years.

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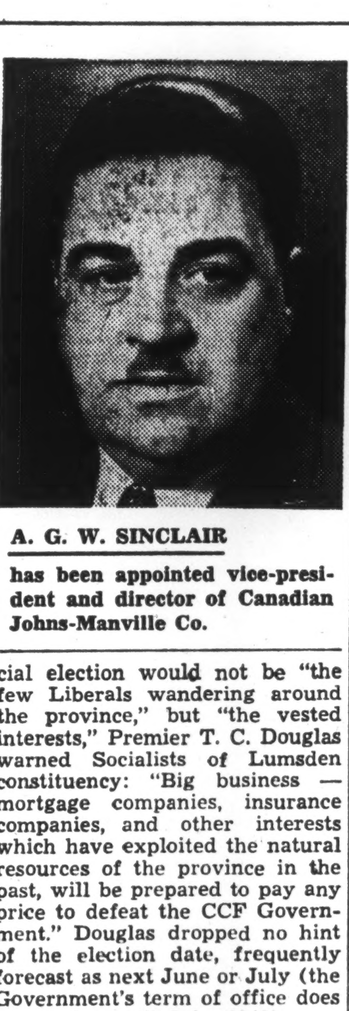
British Columbia

Yale Battle On: Progressive Conservatives were first in the field for the coming Yale by-election, nominating W. A. C. Bennett, 47, Kelowna hardware merchant (The Financial Post, Nov. 1) as successor to Hon. Grote Sterling. This in turn would involve a third provincial by-election, to fill Bennett's South Okanagan seat. John Bracken, federal leader, told the convention he stood for re-enactment of the Dominion Natural Products Act, 1943, and for extension of the PFRA to cover all provinces. Yale Liberals were to name a candidate next week (Nov. 12); the CCF probably later.

Living Bonus for 6,000: Six thousand government employees will receive increased cost-of-living bonuses aggregating $900,000 yearly, effective this month; an additional 10% for those earning less than $160 a month, a flat $16 for all over that figure; further similar increases to be paid, for each additional 12½-point rise in the Dominion Government cost-of-living index. The index now stands at 137.5; and provincial officials estimated removal of price controls might push it to 150.



A. G. W. SINCLAIR

has been appointed vice-president and director of Canadian Johns-Manville Co.

BUSINESS THIS WEEK

	OCT.	SEPT.	AUG.	JULY	Year Ago
GOVERNMENT FINANCE (millions of $)					
Dominion total revenue	....	210.9	138.1	157.8	196.0
Dom. total expend.	....	171.9	138.1	157.8	228.8
MERCHANDISING					
Dept. store sales index no. (1)	....	287.9	205.0	189.2	239.1
Retail sales index (no.)	....	....	223.9	217.1	215.0
Wholesale sales index (no.)	....	....	270.1	276.0	260.2
FINANCE					
aDividend payment index (5)	174.4	172.0	168.8	165.7	143.4
aBank debits	....	....	204.6	219.9	190.2
aMoney supply (millions $)	....	....	7,477	7,430	7,121
NEWSPRINT CAPACITY					
aProduction ratio	....	104.0	103.3	103.8	99.3
aShipment ratio	....	107.8	106.0	103.6	101.1
RAILWAY FREIGHT LOADINGS					
Tons (D.B.S.)	....	152.2	165.1	201.3	149.3
Cars (D.B.S. index)	....	140.4	149.3	169.8	129.2
COST OF LIVING					
D.B.S.	....	139.4	136.6	135.9	125.5
EMPLOYMENT INDEX					
All industries	....	....	192.6	189.0	172.8
Manufacturing	....	....	202.3	200.6	184.2
Payrolls (June 1/41=100) (2)	....	....	178.1	173.3	143.4

RAILWAYS—(000's omitted)	1947	1946	1947 Jan. 1 to date	1946 Jan. 1 to date	% Change
aCarloadings (week Oct. 25)	83.9	86.2	3,224.6	3,002.1	+7.4
C.N.R. net rev. (Sept.)	2,467	2,491	28,282	30,382	—3.8
C.N.R. gross rev. (Sept.)	36,483	34,428	323,772	290,118	+11.5
aC.P.R. gross rev. (Sept.)	27,773	25,919	232,928	214,647	+8.5
aC.P.R. net rev. (Sept.)	960	—1,011	10,602	9,160	+15.7
IRON AND STEEL (000's omitted) (Aug.)					
Pig iron production (tons)	166.9	46.5	1,297.2	987.0	+31.4
Steel production (tons)	233.8	88.7	1,949.4	1,674.3	+16.4
CONSTRUCTION (000's omitted)					
Contracts awarded (Sept.)	76,164	44,816	548,232	505,509	+8.4
aCement prod., bbls. (Aug.)	1,137	1,040	7,621	6,949	+9.7
AGRICULTURE (000's omitted)					
aFlour prod., bbls. (Sept.)	2,481	2,228	21,723	20,075	+8.2
Flour exp., bbls. (Sept.)	1,293	1,236	14,210	11,909	+19.2
Wheat exp., bush. (Sept.)	10,173	5,775	117,166	107,220	+9.2
Cattle sales (Sept.) (4)	92.4	176.3	991.9	1,219.2	—18.7
Hog sales (Sept.) (4)	225.0	221.1	3,084.2	3,185.0	—3.1
SEA FISHERIES (000,000's omitted)					
Catch, lb. (Sept.)	131.7	139.0	799.2	907.2	—11.9
Landed value (Sept.) $	5.4	2.0	35.4	41.3	—14.3
NEWSPRINT (000's omitted)					
aProduction (Sept.)	366	330	3,317	3,061	+8.4
aExports, tons (Sept.)	379	336	3,337	3,017	+10.6
MINING AND OILS (000's omitted)					
Coal prod., tons (July)	1,200	1,154	7,811	10,206	—23.5
aGold prod. (fine oz.) (July)	261	240	1,775	1,667	+0.6
aPetroleum prod. (brl.) (July)	631	635	4,218	4,505	—6.4
ELECTRICAL POWER OUTPUT (000,000's omitted) (Sept.)					
aTotal monthly kw.h.	3,589	3,266	33,845	30,815	+9.8
FOREIGN TRADE (millions of $)					
Imports (Sept.)	218.6	169.8	2,004.9	1,663.9	+20.5
Exports (Aug.)	221.3	242.7	1,786.3	1,494.2	+19.6
FINANCE (millions of $)					
aBank debits (Sept.)	5,934	5,891	53,704	50,788	+5.7
aBond sales (Sept.)	725.6	650.3	3,583.4	3,783.0	—5.2
Life insurance sales (Sept.)	86.4	90.7	804.8	781.3	+3.0
OTHER INDUSTRIAL FACTORS (000,000's omitted)					
Shoe prod. (Aug.)	2.7	3.7	24.6	29.3	—16.1
Cigarette cons. (n) (Sept.)	1,425	1,306	10,925	10,798	+1.2

(1) Base period 1935-39=100.
(2) All industries.
aNew items for week.
(4) Total at yards and plants.
(5) Nesbitt, Thomson, etc.

COMPANY REPORTS

BRANTFORD CORDAGE CO. net profit for the year ended Aug. 31, 1947, was up 82%. Improvement in earnings was to a considerable extent accounted for by export business, President W. M. Messecar stated.

In March the Dominion Government decided to discontinue subsidy payments on raw materials entering into binder twine for domestic consumption. At the same time the WPTB authorized an increase in the selling price of finished products, to offset the higher raw material cost. The refundable subsidy item of $446,376 shown on the balance sheet as a liability represents the amount necessary to adjust raw materials received through Government channels from a subsidized base cost to actual landed cost, it is stated.

In view of the continued worldwide shortage of hard fibres, with resultant increasing costs, directors consider the company's inventory position satisfactory. Since close of the fiscal year, accounts receivable have been reduced by $643,991, leaving only $119,325 outstanding as at Oct. 27.

INCOME ACCOUNT

Years Ended Aug. 31:	1947	1946
Net earnings	$425,203	$221,704
Less: Deprec.	16,810	13,512
Inc. tax res.	175,000	80,000
Net profit	233,393	128,192
Less: 1st pref. div.	43,050	43,124
Common div.	39,922	39,902
Surplus for year	150,421	45,166
Earnings per Share and Dividend Record:		
1st pref.: Earned	$7.07	$3.87
Paid	1.30	1.30
Com.: Earned	2.38	1.06
Paid	0.50	0.50

CONDENSED BALANCE SHEET

As at Aug. 31:	1947	1946
Cash & Dom. bds.	$865,834	$1,200,696
Accts. rec.	763,317	686,756
Inventories	1,127,252	236,243
Total curr. assets	2,756,403	2,123,695
Deferred assets▲	26,431	23,900
Pfd. sh. s.f.	16,343	......
Fixed assets	274,607	1,240,670
Total assets	3,073,784	3,388,265
Total curr. liab.	593,094	86,018
Depr. & invent. res.	......	969,106
Capital stock	1,205,775	1,208,450
Surplus▲	1,274,915	1,124,691
▲Incl. ref. EPT	17,500	17,500
Working capital	2,163,309	2,037,677

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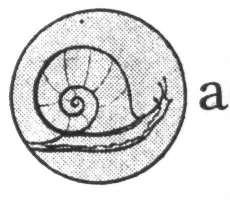
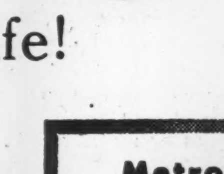
Diabetes met its master

in 1921 when insulin, which often controls the disease, was discovered. Since that time, other advances have further improved the treatment of diabetes. Control has become more accurate with the development of slower  acting insulins. Today, most diabetics under good medical care  can look forward to a healthy, active life!

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Labor Roundup

By RONALD WILLIAMS

Unions Have Alternate Demands Ready If Wage Increases Are Ruled Out

The CIO Auto Workers may have rejected the Ford pension plan (The Financial Post, Oct. 11) but the union has by no means forgotten it.

Right after it became known that the 10,000 Windsor union employees of Ford had turned down the plan by an overwhelming majority, Regional Director George Burt announced:

"This doesn't mean we are going to forget about pension plans. We believe in (them) and we're going to get them."

This was pretty well the attitude of the parent union across the Detroit River, which had turned a similar plan down earlier in favor of immediate raises like the Canadian union.

Whether the UAW and other unions (United Steelworkers, for one) would go after the pension plan in next year's demands, would depend, many felt, on what happens to the cost-of-living.

If it keeps on climbing, another round of wage demands is considered inevitable. If it does not, the pressure which would hold up a demand for new raises would disappear.

In this case, unions would, in all probability, concentrate on security measures like pension plans and guaranteed annual wages. Thus they would still have a target to shoot at even though higher pay might be out of the question.

In effect, the big CIO industrial unions have two sets of demands: 1. short-term plan of wage increases which supersedes all else if they think there's a chance of getting them; 2. long-term plan of social security measures which can be trotted out if the short-term program is ruled out by circumstances.

• • •

B. C. Colliery Would Cut Wages by 4%

You could almost hear a pin drop among the loud-talking B. C. left wing unions last week; Canadian Colleries (Dunsmuir) proposed a wage cut averaging 4% to the tough District 18, United Mine Workers.

General Manager H. R. Plommer, said the reason for the proposed cut was that prices are now top heavy and that the market position of Vancouver Island coal is imperilled. The miners were pricing themselves out of the market.

Earlier the union served notice of cancellation of its present contract although it doesn't expire until March 31.

The company's answer: reductions in three groups ranging from 6%-11%. Rates of skilled workers would be unchanged. They'd still get $9.95 a day. But semi-skilled and unskilled and Chinese labor rates would be lowered.

The company further proposed increases in the rent of company houses commensurate with increases in wages since before the war. The company holds that if the cost-of-living is to be freely used as an excuse for higher wages, there is no reason why the same yardstick should not be applied to its rents.

The company would also set up a joint job security of development fund, each side contributing equally to ensure "future development of continued employment."

At midweek, nothing had been heard from the union but an explosion was expected any minute.

• • •

B. C. Leftwingers Beaten In 'Woodworkers' Election

Left wing leaders of British Columbia's Woodworkers have received a setback from loggers on the Pacific Coast. The rebuff was their defeat in the annual election of International officers.

Harold Pritchett, head of the B. C. section of the CIO-CCL Woodworkers Union was defeated by a whopping 30,000 votes for the 2nd vice-presidency.

Karly Larsen was soundly beaten for the presidency by the present office holder, James E. Fadling by 26,000 votes.

Ernie Dalskog, also went down to defeat in the contest for 1st vice-president.

This week they suffered another blow: International President Fadling suspended Jack Greenall of Vancouver, an international trustee, for refusing to sign an affidavit that he is not a Communist, as required under the Taft-Hartley Labor Act. Although a Canadian, Greenall came within the provisions of the new U. S. labor law because he was an international officer.

• • •

Reds See Anti-Communist Cleanup Coming in B. C.

When he was in London some months ago attending a conference of Communist parties, Tim Buck said Communist strength in Canadian unions was greatest in British Columbia with Ontario second. Last week in B. C. the leftists were openly admitting that the Canadian Congress of Labor was going to do something about the situation of which Buck boasted.

In Vancouver, big, round-faced Bill White, leftwing president of the Vancouver Council, in reporting back on what had happened at the CCL convention in Toronto, warned that CCL Vice-President Alex McAuslane was heading for the coast to clean the communists out of B. C. unions.

Many noncommunists shrugged off White's blast as the verbal reaction to the bitter pill the left had been forced to swallow at the CCL convention. The medicine had an unpleasant taste to others as well; notably, John Turner, council secretary and Harold Pritchett, head of the Red-run International Woodworkers. They too were convention delegates.

Said Turner: "The convention was the largest and one of the most disappointing I have ever attended. Three and a half of the five days were spent in red-baiting." Pritchett who was soundly licked by McAuslane for the vice-presidency, charged the convention was "rigged."

But the report to the council wasn't all one-sided. Pen Baskin, Steelworkers delegate to the convention thought it strange to hear criticism of a "machine" coming from White and Pritchett. More than anyone else, they should know how conventions and union meetings are run, he said.

• • •

Reg. McLean Eglinton LPP Candidate, Not Reg. Wright

Reg. McLean was LPP candidate in Eglinton (Toronto) riding in the last provincial election, not Reg. Wright of the AFL Chemical Workers' union, as stated in The Financial Post last week. Mr. Wright tells The Post his only contest for public office was in 1943 when he ran for alderman in Toronto and was sponsored by his own and other unions.

• • •

Incentive Plan Works Both Ways

In Detroit, the AFL Sheet Metal Workers union has agreed to an incentive plan which works both ways: it encourages employees to work harder and it also gives employers the right to fire employees who don't work hard enough.

The unique agreement is written into the contract between the Air Conditioning Institute and the union which represents 1,500 workers engaged in installing galvanized ducts in houses for gas, oil or coal heating units.

The basic cost of installation agreed on is $54. If a workman installs it for less, he gets from 50%-75% of the difference. If it costs more, the Institute may seek his dismissal on the basis that he is either indolent or unskilled.

• • •

Sask. Minimum Wage Act Before Supreme Court

The last thing in the world Mrs. Margaret Graham of Maple Creek, Sask., expected to have anything to do with was the Supreme Court of Canada. As postmistress of Maple Creek (pop. 1062) she did her job and minded her own business.

Then the CCF government passed its Minimum Wage Act. It provides that in the eight cities and eight larger towns, the minimum wage for men shall be $18.50. Mrs. Graham was only paying her assistant, George Fleming, $15 a week.

For failing to comply, she was prosecuted and fined. She appealed to the Sask. Court of Appeal which upheld the conviction and found that the province had jurisdiction to fix wages in post offices.

As post offices are agencies of the Federal Government, this raised a constitutional angle which Sask. has asked the Dominion Government to clarify. To do so, Ottawa asked the Supreme Court the following question:

"Was the Sask. Court of Appeal right in holding that the Minimum Wage Act was applicable to the employment of George Fleming in the post office at Maple Creek?"

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Your correct present address is essential!

Correct addresses are available for most of those entitled to repayment, but a large number of taxpayers are constantly moving and others marry and their names change.

Cards on which to report changes of address or name are being sent to all householders in Canada. These are being distributed at the present time. Additional cards are available either at your district Income Tax office or your local Post Office. Do nothing if you live at the same address and have the same name as in 1942.

If you are entitled to Refundable Savings on 1942 Income Tax and you have changed your address or name
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Hon. James J. McCann
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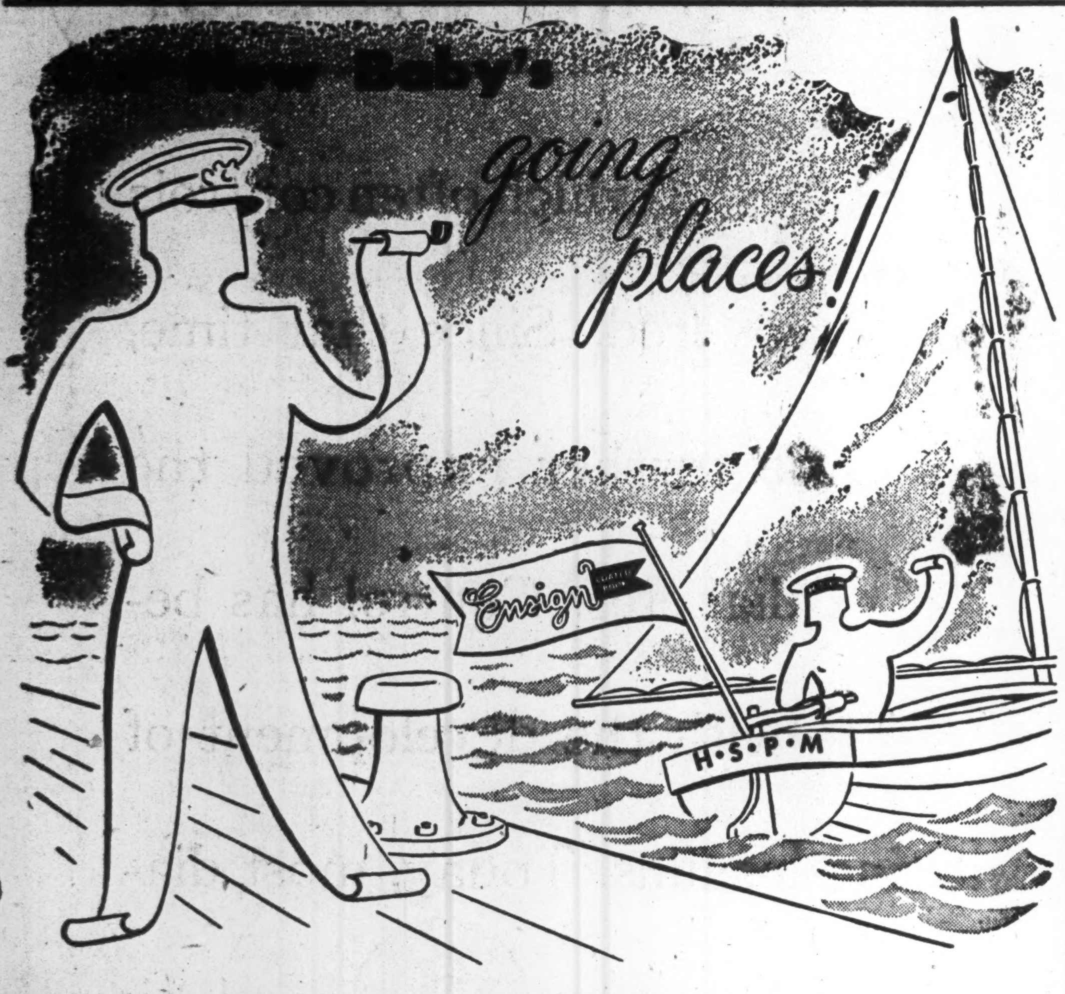

WHOLESALE paper merchants now have supplies of Howard Smith Ensign Coated Book—Canada's new, low-cost printing paper.

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CONSTRUCTION TRENDS By CLIVE CHATTOE

Expect Some Skilled Labor From 'Lost' Worker Horde

Want more bricklayers, plasterers for 1948 or future building?

Better learn Polish.

Importation of construction workers from Europe starts this month and by all the signs it will be on a substantial scale. So, unless current planning breaks down, future batches of applicants for common labor jobs in Canadian construcion will contain more than a sprinkling of "displaced" Poles, Lithuanians, Latvians, Jews. Dutch, etc.

What's more, better than a bare possibility is seen by the building industry that construction's share of the DP's will include a good wedge of skilled tradesmen who may not need long to tie in with Canadian standards and gravitate to union membership and full trade status.

Thus with the veteran pool all but dried up and civilian youth still lukewarm on building as a career, Europe's "lost legions" suddenly loom as a construction labor white hope.

How important the influx will be numerically isn't clear yet. But it won't be an insignificant trickle, according to many in the industry. Canada last month doubled its earlier 10,000-immigrant quota for DP camps. And 20,000 adults is a sizeable addition to Canada's working force. Just how many of the 20,000 can be recruited to construction against conflicting aims and claims will be better known when more of them land here.

• • •

Ont. Hydro Jumps Gun Recruiting Hundreds

But more than 1,800 DP's are being recruited right now by Ontario's provincial Hydro-Electric Power commission to help push Hydro's labor-hungry $200 million expansion program. If that's a sample of what is to come the industry may yet run into new objections from labor unions.

The Ontario plan got Dominion Government approval days ago. The only proviso: DP wages must equal common-labor rates paid Canadians. But both the okay and proviso apparently had been taken for granted—Ontario and its hydro commission moved weeks before, had personnel crews actually in Germany and actively selecting applicant workmen bare hours after notifying Ottawa labor and immigration authorities of the scheme.

All this hasn't been cooked up overnight. Even before Ontario Hydro action, the Canadian Construction Association, the industry's National Joint Conference Board and Dept. of Labor at Ottawa were working together behind the scenes on a Canada-wide scheme to bring in construction DP's. Construction's labor-management Joint Conference Board got it past labor protests six weeks ago. The objection in some labor quarters: "Foreigners" might threaten Canadian living standards.

There was question of the "wisdom" of bringing these men out as full-fledged mechanics in the various trades, "because their training and experience would not measure up to Canadian standards." That view prevailed, though expressed by few outside the labor union group. Accordingly, the Board—and its proposals have proven influential in the past—recommended that immigrants physically fit for duty as ordinary construction labor should be brought in, and in quantity. If skilled men turned up in the lot "they will have no trouble eventually finding their proper level." Nor, it is thought, will they find it hard to get into the unions once they find the "level."

On that basis, The Post understands, official screening of candidates is proceeding and construction superintendents can hope for a trickle at least of scarce tradesmen from Europe, possibly even an important and continuing flow if Canadian labor doesn't withdraw the approval it gave in September.

• • •

Contractors 'in Middle' In CIO-AFL Union War

Last May, Toronto Builders' Exchange acceded to AFL union pressure for a closed shop for all employees of member contractors. The Exchange insisted, however, on an adjustment period expiring Sept. 1 during which nonAFL oldtimers could make up their minds whether to join the AFL or the rival CIO union, Amalgamated Building & Construction Workers, CCL.

Just before the deadline, Evan S. Martin, a contractor and Exchange member, got an ultimatum from the United Brotherhood of Carpenters & Joiners (TLC-AFL). It was, in effect: "All men AFL, or else." Since about 90% of union labor employees of Exchange member contractors are AFL men, the "or else" clearly meant "strike" and because Martin's job was a big, rush project, he laid off 22 nonAFL carpenters Sept. 1. He and his association, plus the 22 laid off were new victims of interunion jurisdictional strife, a kind of trouble long virtually unknown in construction.

The whole matter came to a head recently before Judge I. M. Macdonell and his six-man Ontario Labor Relations Board. Amalgamated Workers seeks leave to prosecute contractor Martin, United Brotherhood agent Alfred Ward and Herbert C. Nicholls, Exchange labor relations chairman, over dismissal of the 22 men and over the May 1 closed shop agreement between the AFL union and the Exchange.

The CIO building union suggests the AFL purpose in that agreement is to put the former out of circulation and that therefore the closed shop clause is illegal.

Decision has been reached in recent days, The Financial Post understands, but won't be made known until written reasons are ready. That could be this week, might be later. The case is unusual; is believed the first to come before a Canadian labor relations board in which an application has been made by one union to prosecute the organizer of another.

• • •

Howe, Producers, Vets In B. C. Lumber Ruckus

Ottawa's APH—approved priority housing—as a method of speeding lumber to where it's needed most is pretty much of a flop, according to New Westminster district veterans' housing committee.

The Committee complains of "blanket priorities issued to government projects, railways, shipyards, mines, millwork and door manufacturers"; says that while such claimants get priority rating and quick delivery without filling out forms, "the individual veteran must go through reams of red tape and wait two or three months for lumber."

In this the vets take issue with Reconstruction Minister Howe on where the blame lies for whatever tightness there may be in B.C.'s domestic lumber supply situation.

Mr. Howe in Vancouver told a delegation of their number from Fraser Valley and New Westminster that some B.C. lumber operators "have got my goat. Lumber is available all over Canada except in B.C. where 50% of Canadian lumber is produced. I am appalled . . . completely fed up. If I hear any more about shortages of lumber out here I will stop export altogether and flood the domestic market."

Promptly and with almost equal sharpness, Donald King spoke out as president of the B.C. Lumber Manufacturers:

"Abusive . . . misleading.

"We are made whipping boy for Mr. Howe's failure to supply lumber to veterans.

"Inference from the outburst is that there is now plenty of lumber in the East; perhaps now Mr. Howe and the department will relax efforts to drain excessive amounts from the B.C. market.

"Attack a complete surprise; an industry delegation only the day before tried and failed to have Timber Controller Wilbur Uren give individual vets the same priority now granted to railways and mining firms."

(Under the present priority setup, 15% of the Coast industry output must go to the railways, mines and government projects such as Wartime Housing. Lumbermen complain that lumber they release to individual vets isn't credited to them.)

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We, as principals, offer these shares, when, as and if issued by Standard Chemical Company, Limited and accepted by us, and subject to the approval of all legal details by Messrs. Fraser, Beatty, Tucker, McIntosh & Stewart, Toronto, as Counsel for the Company and by our Counsel, Messrs. J. S. D. Tory, K.C. and Associates, Toronto.

The right is reserved to reject any application or to allot a smaller number of shares than that applied for.

PRICE: $97.50 Per Share to yield 5.12%

Definitive Share Certificates will be available for delivery on or about November 28, 1947.

A Prospectus, a copy of which has been filed with the Secretary of State of Canada in accordance with the provisions of The Companies Act, 1934, as amended, will be furnished upon request.

W. C. Pitfield & Company Limited
L. G. Beaubien & Co. Limited
Milner, Ross & Co.
René-T. Leclerc, Incorporée
Goulding, Rose & Company Limited
Société Générale de Finance Inc.
Eastern Securities Company Limited
Stanbury & Co. Limited
F. J. Brennan & Company Limited
Hall Securities Limited
Canadian Alliance Corporation Limited
J. C. Rogers & Company Limited

"Woods Work", drawn by Albert Cloutier from his original painting for the pulp and paper industry.

ONLY A SIXTH

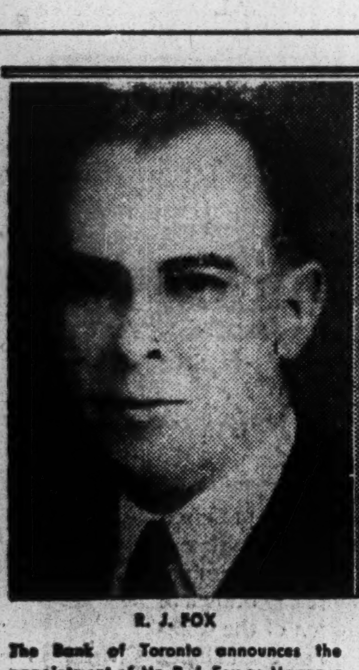
Woodsmen harvest for the pulp and paper mills only about a sixth of the wood consumed in Canada. Half as much again is wasted by fire, insects, and disease. Lumber and logs for export account for about a third. And firewood takes the remainder.

And so from the smallest part of the forest crop flows the greatest national gain: pulp and paper.

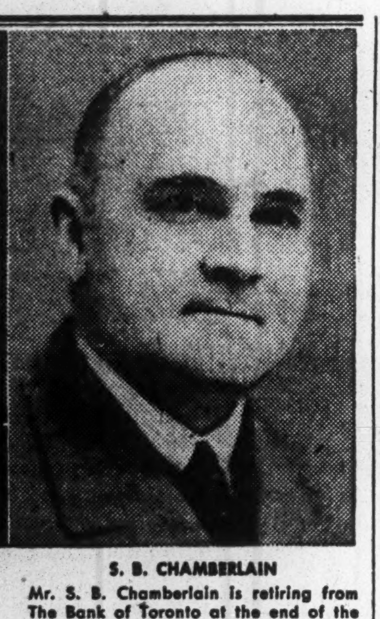
Pulp and paper creates $1½ million of new wealth daily. It is the largest exporter in the land. In industry it is the largest wage-payer, the largest buyer of goods and services, and the largest wealth producer in Canada.

Every Canadian has a stake in the welfare of this national enterprise.

PULP & PAPER INDUSTRY OF CANADA
109 mills, small and large, from coast to coast.



R. J. FOX



S. B. CHAMBERLAIN

The Bank of Toronto announces the appointment of Mr. R. J. Fox as Manager of its Winnipeg Branch in succession to Mr. S. B. Chamberlain, who is retiring at the end of the year.

Entering the Bank as a Junior Clerk at Parry Sound, Mr. Fox served subsequently in Cobalt and was then stationed in Montreal, where he later became Assistant Manager.

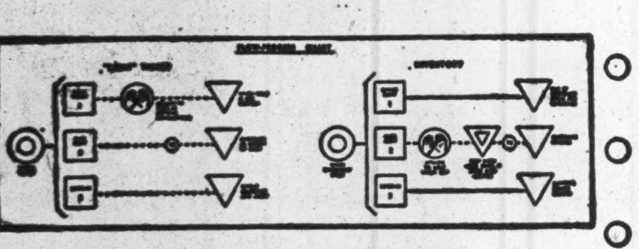
In January, 1945, he was transferred to the Western Department, from which date he has served as an Inspector, travelling through and becoming acquainted with the Western Provinces.

He brings to his new position a sound foundation of experience in both Western and Eastern Canada.

Mr. S. B. Chamberlain is retiring from The Bank of Toronto at the end of the year, after serving with distinction for almost 47 years.

Commencing as a Junior Clerk in Petrolia, Ont., he was subsequently stationed in Montreal, Toronto and other Ontario points. He was transferred to Western Canada in 1906 and the major portion of his career was spent there. Manager successively in Wolseley, Sask.; Swan River, Man.; Fort William, Ont.; then Western Inspector with headquarters in Winnipeg, he was appointed to the management of the Calgary Branch in 1927 and to the important position of Manager of Winnipeg, Main Branch, in 1942, where he has remained since.

Mr. Chamberlain will relinquish his duties with the good wishes of a host of friends in and outside bank circles. ✱



CREATORS OF CONTINUOUS FORMS AND RECORDS

FACTS TO FIGURES . . .

SAVINGS far beyond the cost of printed business forms are usually possible through a complete analysis of the business operation. Crain methods *save* most where record systems *cost* most.

Trained analysts flow chart existing procedures after a complete step-by-step analysis. Their recommendations usually arrive at important direct savings.

Contact your Crain representative to-day—your business can benefit by our Selected Account Programme.

R. L. CRAIN LIMITED
OTTAWA CANADA
BRANCHES IN PRINCIPAL CITIES
Associated with
The Standard Register Company,
Dayton, Ohio.

Donohue Bros. Earns $2.63 a Share in 9 Mos.

Consolidated net earnings of Donohue Brothers Ltd. and its wholly owned subsidiary, Donohue Brothers Sales Corp., are estimated at $768,000 for the nine months ending Sept. 30, 1947, after interest and depreciation but before income and excess profits taxes, Secretary A. Emile Beauvais states.

After deducting an amount of $372,677 for income and excess profits taxes at prevailing rates, estimated net profits for the nine months, subject to audit, are $395,323 or equivalent to $2.63 a share, Mr. Beauvais states.

The company has 150,000 no-par-value common shares authorized and issued.

For Schools... USE
PAGE-HERSEY CONTINUOUS WELD PIPE
FOR RADIANT HEATING

Page-Hersey Pipe radiant heating offers schools a new standard of heating comfort and operating economy

Long life is automatically built into each length of scale free Page-Hersey Continuous Weld Pipe, each and every length displaying uniformly the same characteristics. The automatic process by which Continuous Weld Pipe is made guarantees ease of bending and welding. Its inherent toughness ensures smooth pressure tight welds resistant to fracture or distortion. Minimum welding costs are proved by experience.

Also, automatically yours with the purchase of Page-Hersey Continuous Weld Pipe are the benefits of Page-Hersey service —which covers all pipe uses and ensures customer satisfaction.

PAGE-HERSEY CONTINUOUS WELD PIPE FOR RADIANT HEATING

Send for this Free Booklet
It covers the most recent information on the application of Page-Hersey Continuous Weld Pipe for radiant heating in all types of buildings. Detailed and illustrated.

PAGE-HERSEY TUBES Ltd. 100 CHURCH ST., TORONTO, CANADA
Branches — Vancouver • Winnipeg • Montreal • Halifax
[illegible] IN CANADA OF PIPE AND TUBULAR PRODUCTS WELDED AND SEAMLESS

THE ADVERTISING BUSINESS

Here's What Advertisers Heard at ACA Convention

By WALLACE GILLESPIE

How can we sell our products more effectively? How can we "sell" the system of free enterprise which makes the products?

The 146 members of the Association of Canadian Advertisers in Toronto last week heard from luncheon speakers and panel members answers to these questions.

Here, in brief, is what they did at their annual convention:

1. Received without action a submission from the Canadian Association of Advertising Agencies, that agencies' commission upon billings for space and time in media should be boosted from the traditional 15% to 17%.

2. Learned that nine out of 10 firms with public relations departments are increasing their budgets this year; three out of 10 without such departments are appropriating more money for public relations purposes.

3. Were told of a need to explain to employees why firms must spend money on advertising and maintenance of a sales force.

4. Got practical tips on their trade; learned about new techniques and equipment in advertising production, of the trend toward offset printing, of need for production of more and better fine paper in Canada, of necessity for ordering shipping containers at the same time orders for display are placed, etc.

5. Heard how the United Nations is planning to keep the peoples of the world informed on a scale never dreamed of by the League of Nations.

6. Heard first-hand an explanation of Dr. George Gallup's "Impact" method of pre-testing advertising and editorial copy.

7. Were told how consumer research helps manufacturers choose right size and type of package for their product; how it leads to greater selectivity in advertising.

8. Attended "movies," including excerpts from the English version ("Whispering City") of "La Forteresse," first feature-length entertainment film ever made by Canadians; were told of a trend toward "self-effacing" commercial films giving useful information with sponsor's name at beginning and end only; were warned against unnecessary showing in commercial films of style-changing items which "date" a film and slash its life expectancy.

9. Heard a call for ways of keeping talented young Canadians on this side of the border, for closing the door to subversive ideologies; for more population for Canada, not necessarily from Great Britain solely.

10. Rewarded four Canadians for outstanding contributions to Canadian advertising.

11. Elected Harold J. G. Jackson president for the coming year, together with five vice-presidents and other officers and directors.

The Fight Against Communism

To assist Canadian advertisers in mapping out programs to explain the "Canadian way of life" as opposed to state control ideologies, H. M. Shackelford, vice-president in charge of sales promotion, Johns-Manville Sales Corporation, New York, offered the use of six "tool kits." These constitute one of the main results of 18 month's preparatory work by the American Association of Advertising Agencies and the Association of National Advertisers in the United States.

Mr. Shackleford outlined three major phases of the U. S. program (a) program for plant and community education (b) advertising on the national level to inform the public (c) long-range education at "grass roots" level, involving the co-operation of civic and business leaders in individual communities.

He compared "our way of life" to the house in which business operates, and said that it was as logical for firms to spend money "insuring the house" as it was to put money in capital investment.

Leonard E. Read, president of the Foundation for Economic Education, Irvington-on-Hudson, New York, urged ACA members to be sure to direct any "free enterprise" program they undertake to the level of thought of those people in a community who are leaders of public opinion.

Must Teach Benefits

L. N. Brockway, vice-president of Young & Rubicam, New York, said that, in order to counteract those "who are constantly working vigorously to influence masses of people against the present system, which has built up our two nations and made them the envy of millions the world over . . . we must bring home to millions its virtues, strength, benefits, and values."

Dr. Claude Robinson of the Opinion Research Corp., Princeton, N.J., reported the trend toward higher public relations budgets. Scientific research pointed to the need. Interviews with workers in the "front offices" of large firms and the workers in the "shops" indicated that there is a greater "distance" between these groups than there is between the "front office" and the "clergy" or the "editor." Dr. Robinson foresaw a trend toward greater use of personal contact and the spoken word in public relations, as well as more use of plant tours.

Keith Powlison, vice-president of the Armstrong Cork Company, said that never before in history has business had so high a "break-even point," because of the degree to which fixed costs have risen. Anything which distorts the wage-earners' impression of the ability of companies to pay higher wages is a contributor to industrial unrest, he stressed. Many workers, he explained, regard their employer's expenditures on advertising and maintenance of sales force as money which could be better spent in wages; hence it should be explained to them that these business expenditures increase the stability of their jobs.

Many Anticipate War

William H. Wells, production chief, Films and Television, United Nations, explained some of the things United Nations is doing to keep the public informed.

Dr. Gallup explained that his "Impact" method of pre-testing copy involved publication of a magazine which is sent to the logical prospects for the product whose advertisement is to be tested. Subsequent interviews with these prospects take one hour to conduct, and the catechism is so thorough that the interviewed person must actually prove what he has read, as well as indicating its effect on him.

Dr. Gallup claims his technique measures (1) depth of penetration (2) brand name registration (3) sales point registration (4) attention value (5) readability of text (6) evidence of believability and buying power.

Medals Awarded

A final night banquet, which heard Captain Norman Rawson of Hamilton as guest speaker, also witnessed the presentation of medals to four Canadians for outstanding contributions to Canadian advertising.

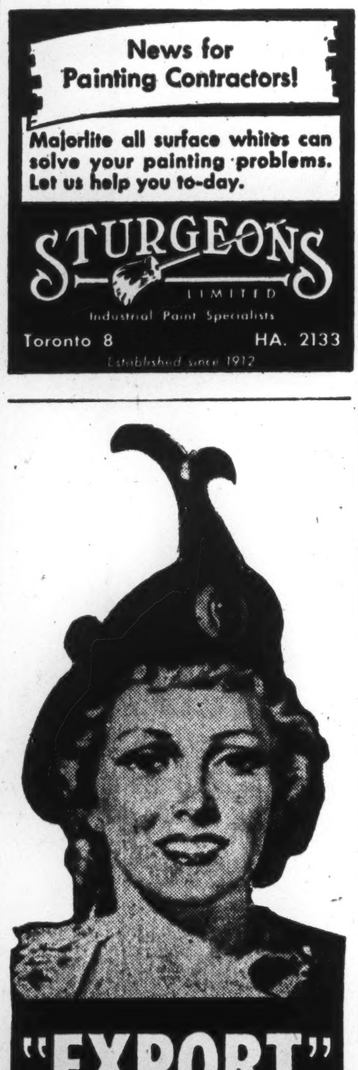
Highest award, a gold medal, went to Larry R. Greene, president, L. R. Greene Ltd., Toronto.

Silver medals were awarded to W. B. Tingle, recently retired as advertising manager of the Imperial Tobacco Co. of Canada (in the advertisers' division), to H. J. Caverhill, manager of the creative department, Cockfield Brown & Co. (in the advertising agency division), and George W. James, editor of the Canadian Statesman, Bowmanville, Ont. (in the media division).

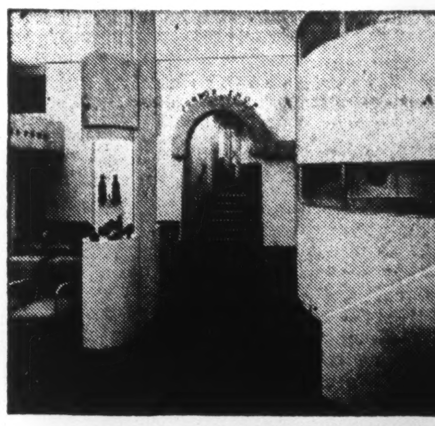
The new ACA president, Harold J. G. Jackson, is advertising manager of the Chrysler Corp. of Canada, Windsor. He succeeds Neil B. Powter, Howard Smith Paper Mills, Montreal.

Vice-presidents elected are George S. Bertram, Swift Canadian Co., Toronto; Lee Trenholm, Underwood Ltd., Toronto; Mrs. Muriel Gillespie, Courtaulds (Canada) Ltd., Montreal; Hedleigh T. Venning, Shirriff's Ltd., Toronto; and J. G. Hagey, of B. F. Gooderich Rubber Co. of Canada, Kitchener. J. P. Lyons, Manufacturers Life Insurance Co., Toronto, was re-elected treasurer; Athol McQuarrie, Toronto, general manager, J. A. M. Galilee, Toronto, secretary. Three new directors were also chosen: E. T. Gater, Sterling Products Ltd., Windsor; M. M. Schneckenburger, House of Seagram, Montreal; and James F. Scruton, H. J. Heinz Co. Co., Toronto.

News for Painting Contractors!
Majorlite all surface whites can solve your painting problems. Let us help you to-day.
STURGEONS LIMITED
Industrial Paint Specialists
Toronto 8 HA. 2133
Established since 1912

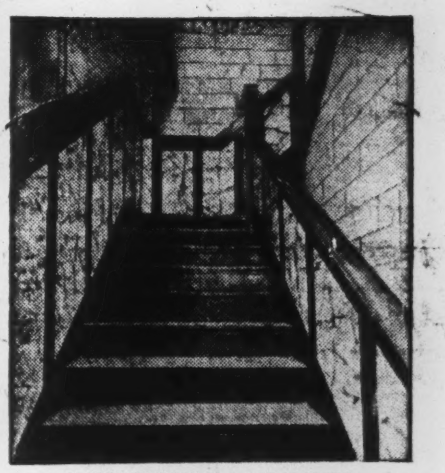


"EXPORT"
CANADA'S FINEST CIGARETTE



A STORE IS STREAMLINED

A CANTEEN IS CREATED



A STAIRWAY IS MARBELIZED

Think of a number from 1 to 1,000...

And if you're thinking of the number of wood jobs that Masonite* Presdwoods can do *better*, then you'd better settle for the big number.

That's because Presdwood is truly the wood of a *thousand* uses. Shown here are only three of the ways it fits into the picture . . . making building or renovating so much simpler, better, more economical.

A store modernized . . . a stairway marbelized . . . a canteen created! That's a pretty fair range, but it's only a small indication of the tremendous versatility of Presdwood.

WHAT'S YOUR NUMBER?

Are your building problems many or few . . . large or small . . . in plant, office, store?

Do you need better panelling, flooring, tiling, wainscotting, furniture . . . office accessories . . . gadgets for the home? It doesn't matter, because Presdwood has the right answer for these and hundreds of other problems.

Here's why: Masonite Presdwoods are strong, durable, tempered for hardness . . . good looking, water-resistant, glass-smooth, easily cleaned . . . readily handled.

With the great demand for Presdwood, it is still in somewhat short supply . . . but everything possible is being done to overcome the shortage.

It is therefore suggested that you learn now how Presdwoods can help improve your premises . . . *quickly*, *economically*. Write for free samples, technical data and 48-page booklet, "What you ought to know about Masonite Brand Products," to International Fibre Board Limited, Gatineau, Que., Dept. 120.

THE WOOD OF A THOUSAND USES
Masonite BRAND PRODUCTS

*'MASONITE' IS A REGISTERED TRADEMARK AND SIGNIFIES THAT MASONITE COMPANY OF CANADA LTD. IS THE SOURCE OF THIS PRODUCT.

GUTTA PERCHA JOB-BUILT RUBBER BELTS

transmit More Power

Gutta Percha Rubber Transmission Belts are tailored to the job they must do. Job-Built Belts are engineered with consideration to all factors essential to the efficient transmission of power. Gutta Percha Belts are engineered to meet the stresses, temperature conditions and speeds at which they must run . . . they are built to meet the exact requirements of the job.

Behind every Gutta Percha transmission belt is 64 years of rubber belt experience. This accumulated specialized knowledge is yours for the asking to help you with your belting problems. Write to—

GUTTA PERCHA & RUBBER, LIMITED
The Largest All Canadian Rubber Company
Head Office and Factory, Toronto
Branches from Coast to Coast
442-B-47

The Signature of Industrialized Rubber
GUTTA PERCHA BELTS

Rivals Lock Each Other Out In Restaurant Union Dispute

From Our Own Correspondent

VANCOUVER — Last spring, at its annual convention in Milwaukee, the big AFL International Union of Hotel and Restaurant employees (250,000 members in Canada and the U. S.) resolved to bar Communists and other subversive elements from office.

Last week the ruling was invoked for the first time and Vancouver's local was professing to be acting on that resolution.

First, International President Hugo Ernest removed three local officers.

Then International Representative Archie Johnstone was sent from Toronto with James Morris, a trustee, to take over the Vancouver local's office. At first, it looked like an easy job. They found the office empty, and changed the lock on the door so the ousted officials couldn't get in.

When they returned next day, they found the expelled officials had beaten them to the punch. The lock had been changed back, the door was locked and behind it were the local leaders.

Out front, the two International officials were being shoved around by supporters of the local officials. Soon fists were swinging. Someone called the police who broke up the melee before anyone got hurt.

As the International officers retreated in momentary defeat, Local President Mrs. Watts made a little victory speech: "Any time anyone thinks they're going to take this office away from the membership, they've got a fight on their hands."

The local executive, she said, insisted that the question of Communism was not involved but was merely being used as a "red bogey" to cover up undemocratic actions.

As for whether she was or wasn't a Communist, that was nobody's business but her own.

In view of her record and reputation she didn't think it required an answer, she said.

In the meantime, Johnstone changed his strategy. Now an injunction is being sought to enable him to take over the offices.

Vancouver was also the scene of another attempt by a big international union to purge "extremists." The CIO Woodworkers of America, with headquarters in Portland, Ore., suspended Jack Greenall of Vancouver, as international trustee.

The reason, according to International President Jack Falding; Greenall refused to sign an affidavit that he is not a Communist or Communist sympathizer as required by the Taft-Hartley law.

In reply, Greenall said: The United States Government has no right to tell a Canadian what his politics should be.

What Greenall was ignoring, argued a union official, was that as an international officer, he comes under the U. S. Labor Act even though he is a Canadian. He was elected two years ago and his term had another four years to go.

A. E. (DAL) GRAUER

president and chairman of the board of B. C. Electric Co. and of B. C. Power Corp., has been elected a director of Montreal Trust Co.

Shawinigan Net Profit Up

MONTREAL (Staff) — Increased industrial activity in the territory served by Shawinigan Water & Power Co. has resulted in a 35% increase in net profits for the nine months ended Sept. 30, 1947, according to a company report. This profit of $2,876,062 represents earnings per share on the common of $1.22 as against .97 per share for the similar period of 1946.

Gross revenue of the company increased 8% to $18,085,633 while operating and general expenses of $9,156,470 exceeded those of 1946 period by only $365,529. Fixed charges at $2,140,624 were down from last year while provision for depreciation and income and excess profits taxes increased at $2,362,500 and $1,549,977 respectively.

It is pointed out that from the standpoint of the common shareholder the nine-month showing of the company is somewhat better than the per share earnings indicate. While earnings show an increase of 25c. per share over 1946, this increase was effected after a payment of $200,000 in preferred dividends in 1947. There were no preferred dividend requirements in 1946. Thus it appears that the company has been able to increase common share earnings before the full effect of the new preferred capitalization has entered the earnings picture through increased services.

Gairdner Group Buy Vulcan Iron

J. A. Gairdner, Toronto, and associates, have purchased the entire outstanding capital stock of Vulcan Iron Works Ltd., Winnipeg.

The company is the largest independent iron and steel foundry and engineering works in Western Canada. A new company is being formed under the name Vulcan Iron & Engineering Ltd. with head office at Winnipeg, to take over the business as a going concern under the present management.

MATCHEWAN CONSOLIDATED MINES reports estimated profit of $79,335 in three months ended Sept. 30, 1947 ($30,956 in same period 1946). Net income from metals produced amounted to $284,029 from 64,896 tons treated ($183,465 from 50,563 tons milled).

CUB AIRCRAFT CORP. has received payment for 2,000 shares at 60c a share, part of Oct. 15 installment under agreement with Jules Solterman. Issued capital is 218,511 common shares.

DUQUESNE MINING CO. has received payment for underwriting on 75,000 shares at 50 cents a share. Issued capital is 5,415,499 shares.

Stan. Chemical Sales Well Up Pref. Offered

An additional issue of $2 million Standard Chemical Co. 5'; cumulative redeemable preferred shares, par $100, is being offered this week at $97.50 a share to yield 5.12% by W. C. Pitfield & Co.

Proceeds are in part to retire a special bank loan of $1.2 millions with the balance for general corporate purposes. Purpose of the bank loan is not stated.

Net profits for the quarter ended June 30, 1947, were $138,118 ($370,337 for full year 1946-47), the prospectus states. Current operations show a distinct improvement over the corresponding 1946 period, President and Managing Director K. S. Maclachlan states.

Sales of Standard Chemical Co. for the six months ended Sept. 30, 1947, were substantially ahead of the same period last year and the margin of profit has been well maintained, The Financial Post understands. Final months of the year are normally better than the first half.

Operating results of the company's various subsidiaries are encouraging, it is stated. The new salt plant of Maritime Industries Ltd., is showing a reasonable return, and results will be much better, once the run-in period is over. Goderich Salt Co. has been running at capacity, although the bulk salt division of both the Goderich and Maritime plants have been affected by recent strikes in the meat packing industry. The Dalglish companies are operating steadily and volume is ahead of last year.

year.

Standard Chemical held voting trust certificates representing ownership of approximately 40% of the issued and outstanding common shares of Dominion Tar & Chemical Co. at June 30, 1947. The company also owns about 25'; of the outstanding common shares of Commercial Alcohols Ltd., of which the company is exclusive sales agent for industrial alcohols.

An option of purchase has been taken on the building of Canadian Aircraft and Instrument Co. at Leaside, Ont., and plans are under consideration for placing all the Toronto operations under one roof. This would include the warehousing of Standard Chemical and the manufacturing and warehousing of Dalglish Chemicals Ltd.

CAMPBELL RED LAKE MINES has entered into agreement with Dome Mines providing for a loan to the company of up to $1,750,000, repayable by Dec. 31, 1952, bearing interest at 5%, if earned, or 4% per annum if paid before being earned. In consideration of this loan, an option is to be granted to Dome on 250,000 shares at $1 a share, exerciseable at any time before repayment of the indebtedness.

Clifford W. Michel, New York, has been elected president, replacing Arthur W. White and C. C. Calvin, Toronto, has been named vice-president.

I'll see you in a few hours...

fly TCA to Chicago

CONVENIENT FLIGHTS STOPPING AT LONDON & WINDSOR

*A Round Trip Ticket Saves You 10%

- PASSENGER
- AIR MAIL
- AIR EXPRESS

PHONE AD. 5231
BAY & TEMPERANCE STS.
THE ARCADE, ROYAL YORK HOTEL
OR YOUR TRAVEL AGENT.

For Full Information On All TCA Services Call Your Nearest TCA Office

TRANS-CANADA Air Lines
TRANSCONTINENTAL · INTERNATIONAL · TRANS-OCEAN

ESTABLISHED 1901

Playfair & Company

Members:
THE TORONTO STOCK EXCHANGE
NEW YORK COCOA EXCHANGE INC.
H. L. TRAPP, Member

STOCKS, BONDS & MINING SECURITIES
Correspondence Solicited
68 King St. West - - - Toronto 1
Telephone: ADelaide 6001

WE CAN SUPPLY . . .

- WHEAT STARCH
- WHEAT DEXTRINES
- TEXTILE SIZINGS
- PASTES
- MEAT BINDERS
- WHEAT GLUTENS
- PAPER MILL STARCHES
- GUMS and ADHESIVES
- VEGETABLE GLUES
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CANADIAN STARCH FROM CANADIAN WHEAT FOR CANADIAN INDUSTRY!

Skilled technicians at your service

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Time, Motion and Methods Study
Incentive Plans and Job Evaluation
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Industrial Engineers and Consultants

TANNERS Since 1844

BEARDMORE Leather Belting DRIVES BEST

BEARDMORE & CO. LIMITED
TORONTO MONTREAL

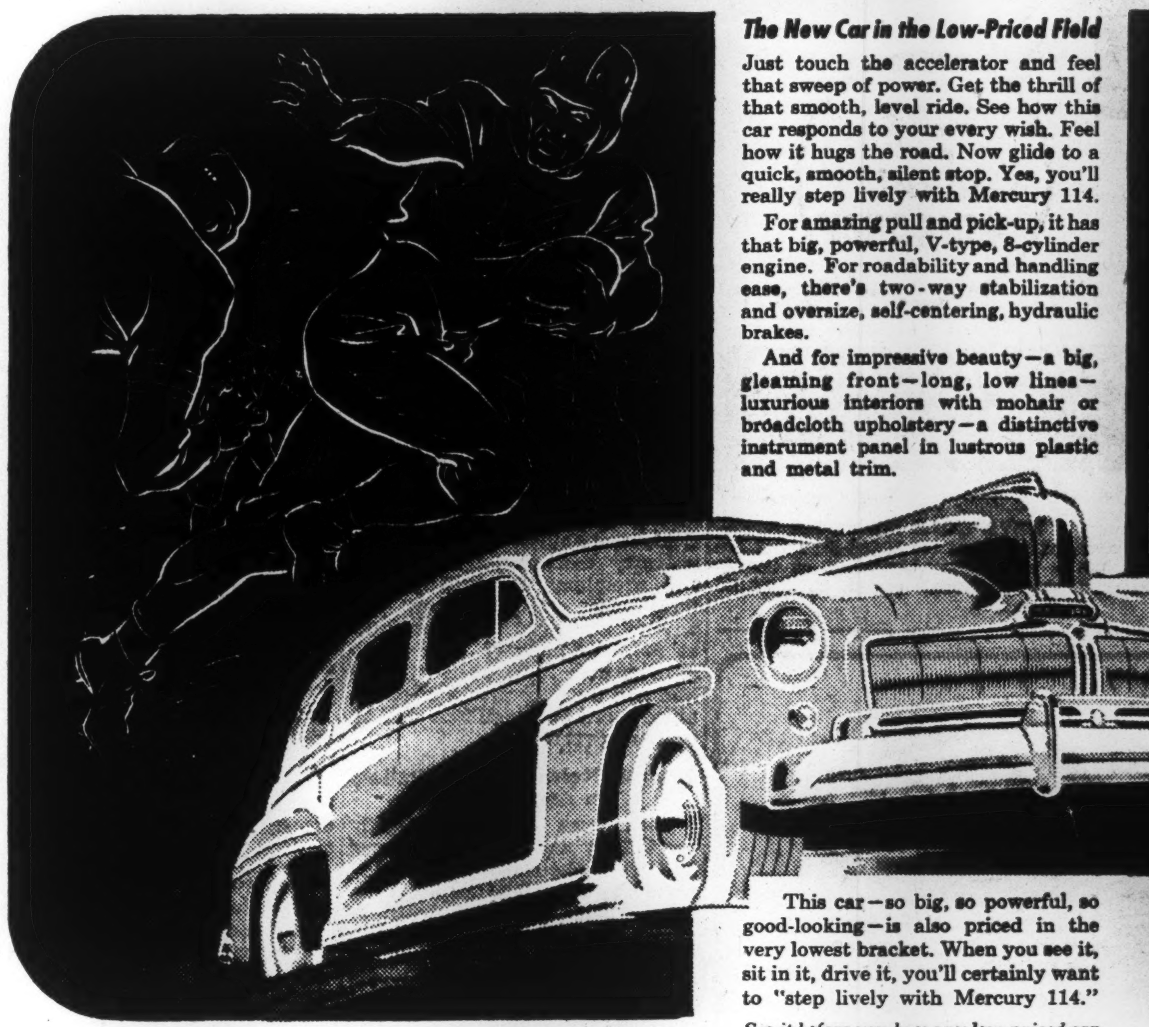
'DOMINION' Envelopes
OF EVERY DESCRIPTION

DOMINION ENVELOPE CO. LTD.
TORONTO
PHONE EL.7271
BRANCHES
MONTREAL WINNIPEG

DITTO

Saves you time — saves you money — gives you better copies. Without mats — without stencils. DITTO is the modern way to handle every duplicating job.

DITTO OF CANADA LTD.
BRANCHES OR AGENCIES IN ALL PRINCIPAL CITIES FROM COAST TO COAST



Step Lively . . .
WITH MERCURY 114

The New Car in the Low-Priced Field

Just touch the accelerator and feel that sweep of power. Get the thrill of that smooth, level ride. See how this car responds to your every wish. Feel how it hugs the road. Now glide to a quick, smooth, silent stop. Yes, you'll really step lively with Mercury 114.

For amazing pull and pick-up, it has that big, powerful, V-type, 8-cylinder engine. For roadability and handling ease, there's two-way stabilization and oversize, self-centering, hydraulic brakes.

And for impressive beauty — a big, gleaming front — long, low lines — luxurious interiors with mohair or broadcloth upholstery — a distinctive instrument panel in lustrous plastic and metal trim.

This car — so big, so powerful, so good-looking — is also priced in the very lowest bracket. When you see it, sit in it, drive it, you'll certainly want to "step lively with Mercury 114."

See it before you buy any low-priced car

Listen to THE FORD THEATRE. One full hour Sunday afternoon — Dominion Network

Mercury 114

MERCURY AND LINCOLN DIVISION • FORD MOTOR COMPANY OF CANADA, LIMITED

The boss "BLEW HIS TOP!"

YOU MAY NOT KNOW THAT . . .

1. There are more French prospects in "Zone 2" than in "Zone 1"—nearly 250,000 more.
2. Montreal and Ottawa daily newspapers give excellent coverage of "Zone 1" but their overflow in "Zone 2" is negligible. For example, even the largest Montreal French daily has an average circulation in "Zone 2" of less than 15,000 copies, from Monday to Friday (A.B.C. Dec. 31st, 1945).
3. The annual industrial payroll in "Zone 2" is almost 50% greater than the three Prairie Provinces—over 100% greater than the three Maritime Provinces.
4. You can basically cover this rich Quebec market by using the "Big 3" at a combined rate of only 37c. a line. Each paper can also be bought separately.

. . . and no wonder! He thought he'd been kept well posted on his advertising in the Quebec market. But sales were not nearly what they should be. And he'd just found the answer! Somebody's face is "going to be red". *Somebody* should have known that the most populous French market is *East* of Montreal. *Somebody* should have told the boss that even the largest Montreal French daily newspaper has an average circulation, in what is commonly called "Zone 2", of less than 15,000 copies, from Monday to Friday (A.B.C. Dec. 31st, 1945). And the boss has been depending on "overflow"—he'd never been told before that only the "Big 3" in "Zone 2" wield the heavy "sales stick". Somebody's face is "going to be red" . . .

FOR BROCHURE giving you all the facts about this rich market, 'phone, write or wire: A. H. TOPPIN, Room 33, 9 Toronto Street, Toronto, Ont. (Telephone: ELgin 6922).

ZONE 1 MONTRÉAL
ZONE 2 QUÉBEC TROIS-RIVIÈRES SHERBROOKE

THE QUEBEC MARKET IS 2 ZONES:
"Zone 1" consists, roughly, of the Island of Montreal and the Ottawa Valley. "Zone 2" is that part of the Province, *East* of this territory. Be *sure* you are getting coverage of the *whole* market—not *less than half* of it!

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Urges Insurance Agents Clarify Role to Business

Fire insurance in the last 20 years has moved into tougher and sterner competitive conditions, V. Evan Gray, K.C., stated at the Ontario Insurance Agents Association annual meeting in Toronto. The new situation is a matter of importance to the agent who is expected to know the new technique, he declared.

Yet his work is not always rightly understood and therefore, Mr. Gray suggested, a committee of the association should make a study of existing conditions and then tell the public what the agent's functions in the insurance business are, his reasonable costs and his remuneration. Lack of understanding of the agent's work, he indicated, was responsible for attacks, often made on the agent's commission as a dispensable factor in insurance costs. Here are his comments on some of the points under discussion.

Growth of Casualty Insurance

In 1920 when the association was formed the first statement of its objects mentioned only fire insurance indicating the insignificant place taken by insurance premiums other than life or fire. Today total premiums for automobile insurance, accident and sickness, liability, burglary, and property damage have left the fire premiums far behind. Ontario 1946 statistics show net written fire insurance premiums at $27.6 millions (a gain of $3 millions over 1945) while automobile and casualty premiums combined were $43.9 millions (up $8 millions over 1945).

Have the Necessary Qualifications of an Agent Changed?

Techniques are new, highly specialized and more numerous and what the new agent is expected to learn justifies a college degree. The Insurance Institute whose fire and casualty branch was for years the despair of every new president is now popular and busy and the educational activities of the association occupying an ever larger place in the association plans.

Meanwhile there have been developments in the agency business in the opposite direction. New forms of competition come chiefly from non-agency organizations but the chain-store type of branch office of insurance merchandising is not necessarily outside the agency field nor necessarily outside the tariff-company association. One of its forms is the retail sales service station. It may be in a cubicle at street level, where the crowds pass or in a railway station, etc. Equipment is a counter, a telephone, a smart girl and a supply of blank forms. When the girl is not busy filling application forms, she is on the telephone calling up names in the directory to tell them about new styles in insurance merchandising. The customer buys his policy on a cash-and-carry plan. Instalment premium payments are also accommodated.

This method has had considerable success in the United States but Canadian experiments are inconclusive. It seems likely the plan may have an important development in large population centres.

How Do the Systems Differ?

The economic basis of the over-the-counter distribution is the separation of the routine sales and service procedure of an agent's office from the underwriting and management function the good agent performed for his company. None of these functions is omitted but the buying public gets an impression of a saving in cost. How will the agent meet the two different types of merchandising insurance?

One type of merchandising draws him towards longer training, higher specialization and the development of elaborate service establishments, the other towards a service station method of operation. Other important readjustments are involved affecting underwriting practices in the selection of risks. Of course this new departure will be resisted and there will be many authorities to prophesy its failure. But fashions change in merchandising and while the vocal part of insurance opinion is shouting that the scheme will never work plenty of others are busy at the machines "letting down the hems."

In such circumstances it will not do for the insurance agent to appeal to the government for protection against competition. After all the free enterprise slogan adopted by Canadian business is very apt to trip us up when we decide our competitors ought to be legislated out of business.

Why Do Some Politicians Urge Elimination of the Insurance Agent?

The licensed agent's list of 1920 contained the names of hundreds of people whom the general public never identified as insurance agents — lawyers and lawyers' clerks, mortgage companies, and bankers, directors of companies and sons-in-laws of company presidents, the confidential clerk and private secretary. They are no longer there because this association was born. But those days have left a legacy of public disfavor. Some of the public were persuaded the fire insurance agents didn't work for their commissions. I see some reflections of those mistaken ideas in current political propaganda. It is usually the agent's commission that is dangled like a carrot before the donkey's nose by the advocates of state insurance plans. The agent is the target because the customer has not discovered what the agent does for his money except beat his competitors to the new risk or renewal. That is why the politician can offer the hard pressed voter the saving of the acquisition cost. The hard pressed voter — your customer in the small income group, needs to understand what you do to earn your commission. One thing needed in a fair and true presentation of fire insurance costs is the invention of a substitute term for "acquisition costs." Company managers have not always made clear what service is given by the agents.

What Part Can the Agents' Association Play in Company Policy and Management?

In the present debate regarding the revision of the Ontario insurance act involving a proposal to abolish statutory standard policy conditions for fire insurance and other lines, the whole fundamental of standard policy forms for standard risks is at stake.

I suggest a committee of the best brains in the association should undertake an intelligent and systematic study of the insurance agent's place in the organization of the insurance business as it is carried on today, and as it gives promise of developing in the foreseeable future.

The committee should then present to the public a true valuation of the agent's function, his costs and remunerations . . . The expert advice such a committee may need is the actuary-analyst who gathers and interprets the facts objectively.

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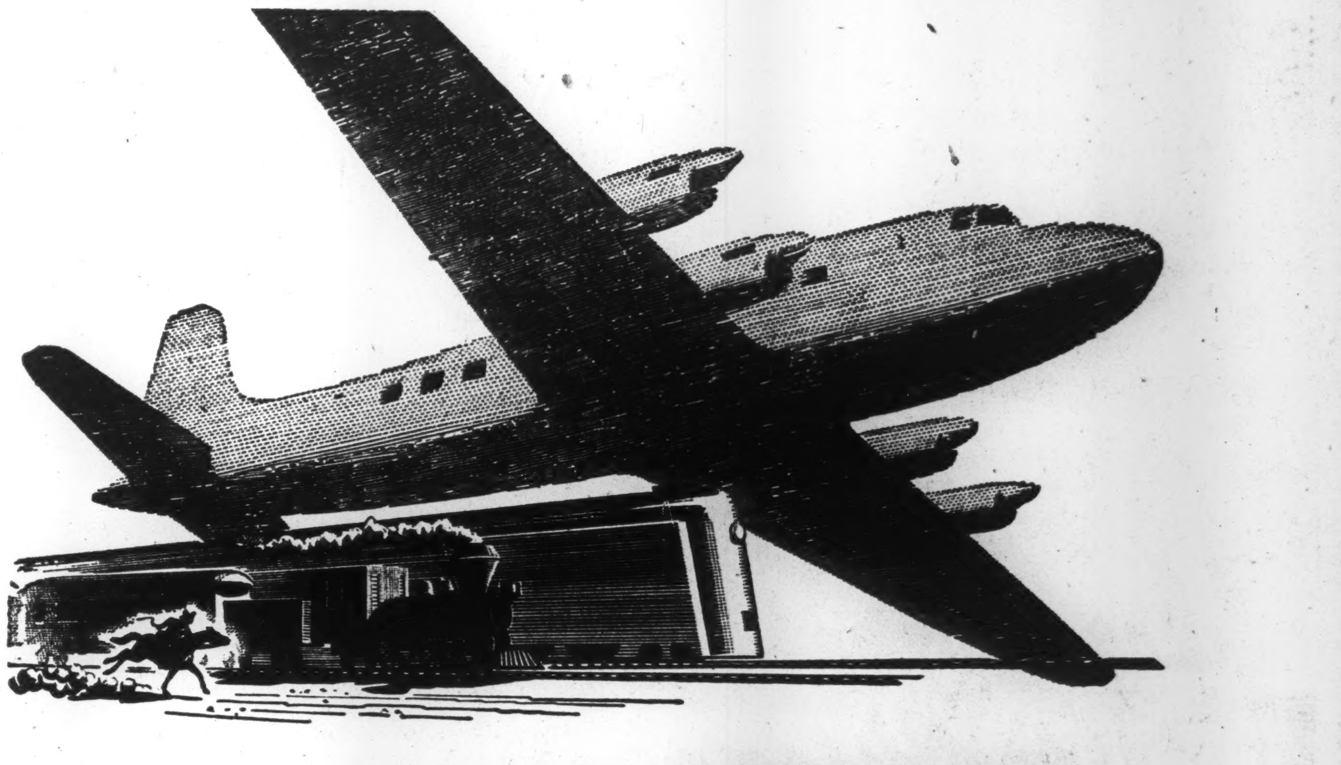

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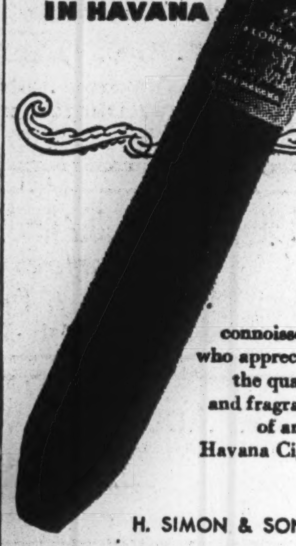

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Firsts for Austerity?

If Canada's dollar crisis makes it necessary to curtail imports from the United States, nonessentials should obviously be the first to be restricted, Canadians answering a Financial Post questionnaire, agree. A majority placed cosmetics, jewelry and furs at the head of their list. Most agreed that it would be false economy to curb the importation of materials needed in Canadian industry. A few frowned on import restrictions as a negative policy, and urged, instead, steps to increase the volume and value of Canadian exports—as, for instance, by processing raw materials before they left the country. One businessman suggested abolition of all restrictions on both imports and exports, and also abolition of "artificial valuation" of the Canadian dollar, predicting this would prove the most effective long-range solution of the problem.

The Question: If Canada must reduce United States imports, name first three items on your list.

CHARLES W. COX, Mayor, Port Arthur, Ont.

Should Canada reduce her United States imports, I would curtail the following commodities, listed in order of importance: Finished iron and steel products, to stimulate the mining and smelting of our own great iron deposits, just now coming into production. Finished wood products, including paper, so that industries equipped to supply this market in Canada would be established within our borders. Coal, so that our coal mines could be further developed and transportation costs stabilized, to enable a much broader participation in the home market.

* * *

N. R. CRAWFORD, President, Dow Chemical of Canada Ltd., Toronto.

I am not at all sure that restriction of imports from the United States is the answer to Canada's dollar problem. Certainly it is not the entire answer. It is possible, on the contrary, that complete abandonment of all restrictions — on both imports and exports — might be a better solution, particularly if coupled at the same time with abandonment of artificial valuation of the Canadian dollar. Such heroic action would, of course, entail temporary confusion on both sides of the boundary; but we might be surprised and see our dollar settle out at much more than 90c. on a free market.

* * *

KENNETH DRURY, Editor, News-Herald, Vancouver.

Luxuries, from higher-priced automobiles to jewelry, obviously place first for import reductions. However, these are minor items. The total saving if all were barred, would little affect our exchange. Heaviest import items like coal, steel, machinery, cotton, oil are essential to our economy in its present state of development, and could be reduced only with adverse effect. Substantial outflow item is travel to the U. S., which should not be prohibited but might be controlled, as is now done by Britain. However, it is not by import reductions, but by expanding our production of goods and services for domestic as well as export account, that we may hope permanently to redress our exchange balance, without penalizing ourselves.

* * *

PROFESSOR GEORGE F. DRUMMOND, Department of Economics, University of British Columbia.

There are six ways of balancing our U. S. trade account.

1. Devaluation of Canadian exchange. This would not be popular, and it is doubtful if it would correct the situation by inducing increases in American imports from Canada.

2. Borrowing on United States credit for, say five years might tide us over until world trade is again in equilibrium.

3. Forcing Canadian holders of American securities to trade them for Canadian government securities. This is equivalent to using up our American investments to pay our way, and would not be popular or advisable.

4. Inducing Americans to give us dollar credit under the Marshall Plan for Canadian contributions to European recovery.

5. Reduction of American tariff against Canadian goods. This would be popular and workable.

6. Limitation of imports from the United States. We would not limit imports of coal, raw materials and machinery. It is possible to limit Canadian tourist expenses in U. S. automobiles and electrical appliances produced in Canada.

An alternative aid for the situation would be to increase Canadian gold production, not by devaluation, but by subsidies or increased tax preferences.

The Canadian problem is tied up with the British difficulties in balancing international accounts; and it is doubtful if unilateral action on our part is the true solution.

* * *

M. ELLEN DOUGLASS, Past President, National Federation Business & Professional Women, Winnipeg, Man.

If Canada must reduce United States imports, the first three items on my list would be automobile parts, cosmetics and magazines, including all paper products. We have sufficient resources for manufacturing auto parts and our Canadian automobile industry should be independent and not merely act as assembly lines for United States products. Made-in-Canada cosmetics, given publicity, and attractively displayed, would reduce imports. We have wood pulp in abundance and should produce more than newsprint. Very little fine paper is manufactured, though we would get more dollars for it. Canadian magazines should be popularized.

* * *

A. W. ELLIS, Associate Editor, Advertiser Topic, Petrolia, Ont.

Reciprocity, not restriction of trade, should be the answer to Canada's financial problem. If, however, the United States is determined to keep its tariff wall intact and leave its best customer standing outside, we must trim our sails to suit the wind. (1) Restrict vigorously, without regard to person or rank, Canadian travel or sojourn in the United States. (2) Eliminate the importation of all American citrus fruit and vegetables. (3) Ban American films, especially those which might contribute to child delinquency.

And if a fourth item is permitted, prohibit the importation of cosmetics. If we are going in for austerity let us begin where it will least hurt the average person.

* * *

GORDON E. HOOPER, Customs, Trade and Tax Consultant, Ottawa.

Importations of raw materials and semi-finished goods should be reduced in cases where a substantial portion of the finished goods exported by a manufacturer in Canada cannot be sold for United States dollars. If consumer goods are prohibited importation into Canada, the list should include clothing, wearing apparel and jewelry including precious and semiprecious stones.

* * *

CARL C. MANORE, Secretary-Manager, Sarnia Chamber of Commerce.

If absolutely necessary, I would suggest a ban on the following import items:

1. Luxury items, such as jewelry, clothing, furs, cosmetics.

2. Complete automobiles; completed items of machinery not needed for production or agriculture.

3. Certain types of coal and chemicals.

Time allowed for this study is not sufficient to give as thoughtful an answer as we would like. We would not like to see any travel restrictions or other bans, which might bring costly retaliation.

* * *

NORMAN A. MACEACHERN, President, MacEachern Milling Co., Wetaskiwin, and President, Western Millers Association.

Only as a temporary expedient, I suggest a ban or quota for limited time on automobiles, even if we have new ones on order. Also on whisky and wines, which we can purchase from other countries who need our exports; on unnecessary luxuries such as cut flowers, juke boxes and costume jewelry. But conversely, I recommend that our exports to the United States, of livestock and other produce, be facilitated.

* * *

FRANK W. PEERS, Citizen's Forum, CBC, Toronto.

If we must reduce United States imports, I should place first on the list luxury items such as jewelry, cosmetics and furs. Second, increase the preference given to textiles from sterling areas and decrease imports of these products from the United States. Third, if more drastic steps are needed, limit the importation of automobile parts and gasoline. Perhaps then a priority system would have to be established in the sale of new automobiles, and gasoline rationing might have to be reimposed.

* * *

O. J. W. SHUGG, former CBC Farm commentator, now farming near Alvinston, Ont.

Exclude agricultural products, fruits and nuts not essential in Canada. For instance, is there any real reason for importing oranges, while fortified apple juice is available? Exclude higher-priced autos and parts used in their assembly in Canada. Exclude fibres and textiles used in manufacture of luxury items. Indeed, similar treatment should be applied to the whole luxury field.

* * *

T. R. WILDER, C.A., Moose Jaw, President, Chartered Accountants of Saskatchewan.

As our dollar shortage seems to be going from bad to worse, surely our first object should be to stop purchase of all luxury items or nonessentials. Secondly, import only raw cotton; manufacture textiles here and expand our own textile industry. Thirdly, reduce petroleum imports, even if it means rationing petroleum products. I feel sure all sound-thinking Canadians would co-operate along these lines until some means can be found to balance our economy with the United States in this tangled web of imports (from the United States) so heavily out of balance with exports.

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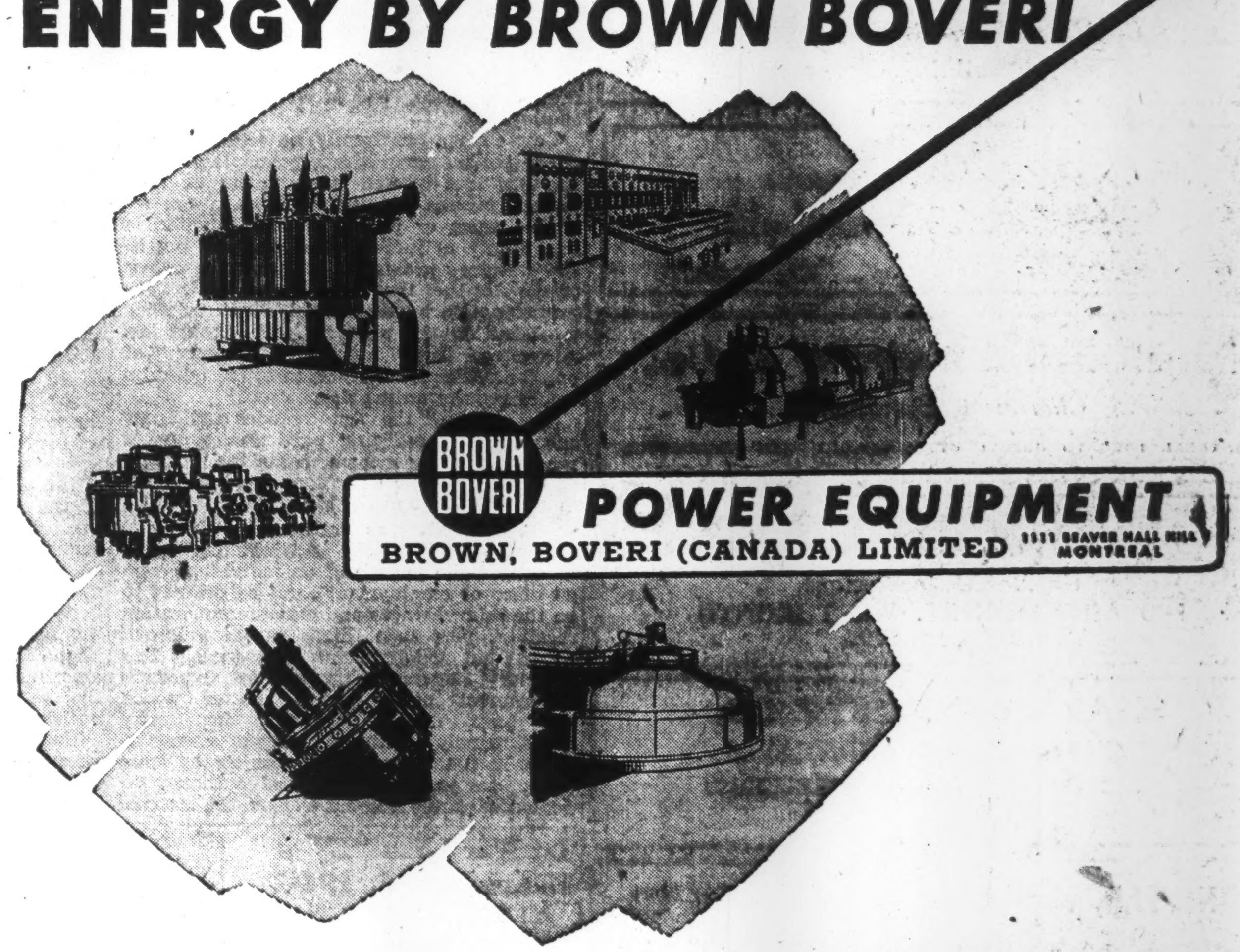

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Here Are Proposed Changes in Tax Act

How Dominion Is Rewriting Law to Simplify Application

Many changes are in sight in Ottawa's new tax act, now under study by the Government, business and individuals before it comes before Parliament at the next session. In the accompanying article, Stuart Thom, until recently an official of the Department of National Revenue (Taxation) and now practicing law with the firm of Smith, Rae, Greer & Cartwright of Toronto, discusses some of the changes. Third and concluding article in the series will appear next week.

By STUART THOM

In the first article, consideration was given to some of the general principles underlying Canadian income tax law. This article will deal with specific amendments to the law as found in the proposed new bill. It should be emphasized that the bill is radically changed from the existing act in one respect only. The Minister's discretionary powers have disappeared. Otherwise the proposed new legislation is essentially the existing act rewritten and rearranged with the changes which will be noted below.

Who Are Liable?

Section 2 identifies the persons who are liable to pay Canadian income tax. The word "persons," it should be understood, includes both individuals and corporations, but does not include partnerships or other unincorporated groups of individuals. Those liable are (1) persons resident in Canada and (2) persons not being resident, who are employed in Canada or carry on business in Canada. The latter, however, will pay only upon the part of their taxable income that was earned in Canada. This introduces a marked change in the law.

Under the existing law, both persons resident or employed in Canada and persons carrying on business within, though not resident in Canada, are liable to pay tax on their world income, that is, on income from all sources, whether inside or outside Canada. Relief is provided by allowing a credit against such tax in respect of any tax which they pay to other countries on the income derived from sources in such other countries. Under the bill, only persons resident in Canada—nationality is not, and never has been, a factor—are taxed on their world income; any other person is taxed only on "the part of his taxable income for the year that was earned in Canada." This latter amount is to be determined in accordance with the provisions of Division IV of Part I (which is section 30) of the bill. Under section 30, what is income earned in Canada is determined either by reference to generally accepted accounting principles or, if not applicable, then to what is reasonable; in either case a question of fact to be decided by the court if the tax department and the taxpayer cannot agree.

A further feature of this change is that only the resident taxpayer will be entitled to enjoy a credit against his Canadian tax in respect of foreing tax on foreign income. The word "resident" includes persons who have sojourned in Canada for a period or periods aggregating 183 days in the year. This settles a possible source of confusion in the existing Act whereunder to "be resident" and to "sojourn," are treated as alternatives.

What is Income?

Section 3 of the bill, is the counterpart to section 3 of the Act. The latter attempts to define income, but its usefulness for that purpose is open to question and a definition is not attempted in the bill. In this regard, Mr. Abbott said, "So far as I know, no country has achieved a satisfactory definition. Accordingly, the general scheme of the law is to tax all income and to indicate the general sources of income; that is, income from businesses, property, and offices or employment."

This change can hardly be regarded as a change in the law. It is a principle of English law that income tax is restricted to a tax on income, as distinct from a tax on capital gains or profits. This distinction is found only in judicial decisions and not in any statutory provision. It is now the policy of the Act that the question will be left for determination by the courts. As to whether a definition is possible and should be attempted, there may be differences of opinion. Adequate discussion of the question would require an article in itself.

Section 3 of the Act includes numerous subsections identifying particular types of receipts as being income within the meaning of the Act. These provisions are now found in sections 5 to 9 of the bill.

Salary as Net Income

Section 5 of the bill is a statutory statement that the income of an individual from an office or employment shall be deemed to be the salary, wages and other remuneration received, plus such things as the value of board and lodging and allowances. This statutory statement presumably expresses government policy on a matter which has been under discussion for many years, namely whether a salary or a wage is, in itself, net income, or is subject to some deductions under the general authority to deduct expenses laid out to earn the income. It would appear to be the intent of the Bill that such items as living expenses allowed certain running trades and fees payable to professional associations will not be deductible from a salary or wage income. The Canadian tax administration has never gone as far as in the United States where such items as the cost of uniforms, tools and equipment are allowed as deduction from a salary or wage. If the bill, as it stands, becomes law, even such steps as have been taken, away from the policy of treating a salary or wage as net income, will be withdrawn.

Accounting Principles Govern

Section 4 of the bill is a concession to the demand that the Tax Act should have a close relation to the business and economic life in which it operates. It is now provided that, subject to other provisions of the Act, income from a business or property shall be determined in accordance with "generally accepted accounting principles." In actual practice, this will not necessarily alter the existing interpretation given to the Act in its day by day administration. The Act, strictly interpreted, contemplates that income of a business can only be computed on a cash basis and in that regard is quite out of line with business practice. To the extent that the administration recognized current business and accounting practices in computing the income of a business, it did so without statutory authority. Nevertheless, businessmen should keep two thoughts in mind.

(1) That on not a few matters, there is disagreement between accountants themselves, and it will not be easy to determine what are the generally accepted principles.

(2) That these accounting principles will be seen and understood through the eyes of judges who are already provided with legal decisions running back many years and touching on many features of business accounting.

Bad Debts

Under the heading "Amounts included in computing income" the provisions regarding bad debts are of interest. These are clauses (e) and (f) of section 6 (1) of the bill and should be read in conjunction with clauses (d) and (e) of section 11 (1) and with section 111 (7). Under the existing Act, the only reference to bad debts, section 6 (1) (d), in a negative way gives the Minister discretion to allow amounts to be transferred to a reserve for bad debts. The practice has been to allow either deductions for debts which are written off as bad or to allow the maintenance of a reserve against which bad debts may be set off.

The new provisions constitute a fully integrated method of dealing with this feature of business accounting, and the only question to be settled between the taxpayer and the department will be the amount which should be transferred to the reserve. If for no other reason than that the amount deducted from income in one year to go to a reserve must be added back to income in the following year, the question should present no great difficulties.

Loans to Shareholders

In paragraph 9, subsection 4 of the bill there is the provision whereby loans to shareholders are deemed to be dividends. This is now dealt with by section 18 of the Act. In the bill, two reservations have been inserted, to the effect that loans to enable an officer or servant to erect a dwelling house or to purchase fully paid shares of the company, do not constitute a dividend. These reservations would seem to stem from the provisions in the Dominion Companies Act, section 15, regarding the power of a company to make loans to its shareholders.

Appropriations to Shareholders

Section 18 of the Act also deals with appropriations of its funds by a company to a shareholder, such being deemed a dividend to the shareholder. The related provision of the bill would appear to be subsection 3 (a) of section 9. It is no longer a condition precedent that the company shall have on hand undistributed income in order that such loans, payments, or appropriations may be deemed a dividend to the shareholder.

Depreciation

In section 11 (1) of the bill, clauses (a) and (b), there are those provisions which are the counterpart of the depreciation and depletion provisions of the existing Act. With regard to depreciation, it will be recalled that prior to 1940, the effect of the Privy Council decision, in the well-known Pioneer Laundry case was that the taxpayer was entitled to some amount of depreciation as a matter of statutory right.

This apparently ran counter to the policy of the taxing authorities, with the result that the allowance for depreciation was changed in that year so that there could be no doubt that depreciation was strictly a matter of ministerial discretion. It has also been a matter of contention under the existing Act as to whether a taxpayer could be allowed any deduction in respect of the amortization of intangibles. The content of the word "depreciation" has never been authoritatively dealt with.

Under the bill in place of the word "depreciation" the underlying principle is stated, namely that a taxpayer may deduct from income a part of the capital cost of the property used in producing the income. The amount, and the circumstances under which it may be deducted, are to be dealt with by regulation.

Depletion

As regards depletion, or an "allowance for exhaustion," the statutory phrase, under the existing Act, section 5 (1) (a), the allowance is not limited to the capital cost or value of the mine, well, or timber limit. In practice, the custom has been to permit the taxpayer to deduct a certain sum per ton, or cord, or as a percentage of profits, over the period of production. Order-in-Council P.C. 108/4603 published in the Canada Gazette on Dec. 7, 1946, and governing the allowance in respect of the operations of timber limits, does provide, however, that the owner is only to be permitted to recover out of income the capital sum which he has invested.

Under the new bill, it would seem that an unrestricted allowance will be possible only in respect of an oil or gas well, see section 11 (1) (b); and the allowance in respect of mines and timber limits will fall to be governed by clause (1) (a) of section 11 and will be limited to the capital cost.

The statutory authority for an allowance to shareholders of companies operating mines or oil or gas wells is found in section 11 (2) of the bill.

Deductible Expenses

Section 12 (1) (a) of the bill is the counterpart of section 6 (1) (a) of the Act which is the section governing amounts which may be allowed as expenses incurred for the purpose of earning the income. An exhaustive discussion of the interpretation which has been given to section 6 (1) (a) of the Act would be very lengthy and out of place in this article. The tendency of the courts had been to ameliorate the strict meaning of the words of the statute, but there has always been a pretty wide area within which it is very difficult to express any definite opinion as to the deductibility of certain types of expenses. The duty of the tax office was necessarily to apply the statute as it read and this no doubt has had the result of giving taxpayers the impression, from time to time, that the law and business good sense were poles apart.

The treatment in the bill is clearly an effort to provide a rule which will narrow the possible range of dispute between taxpayer and tax collector. It has resolved the unfortunate double negative which is so confusing in the Act. It also recognizes that an expense may have been made in part to produce income and in part for another purpose, and that the expense should be allowed to the extent that it is related to income. Under the act, no such division is possible if the law is applied as it reads.

Valuation of Inventory

Section 14 is noteworthy in that, for the first time, it incorporates in the statute a provision regarding the valuation of inventory. The lesser of cost or market basis is now given statutory approval and any other basis such, for example, as L.I.F.O., will have to receive special approval before it can be used.

Indirect Payments

Section 16 finds no counterpart in the Act and is an effort to provide the Department with statutory grounds for finding that there has been a receipt of income in cases where there has not been direct or immediate benefit to the taxpayer. The effect of this provision will depend very greatly upon the use which the Department attempts to make of it. This provision should be considered in conjunction with sections 107 and 108 of the bill, which are specifically identified as having to do with tax evasion. It will be observed that in certain defined circumstances falling within the words of section 16 and section 107 (2) a taxpayer will be deemed to have received income even though there was no intention to avoid or evade taxes. The question in each case is one for the court.

Tax Evasion

Section 108, the counterpart of section 32A of the Act, operates on a different basis and is available to cope with those cases where, by complying with the forms of the law, the taxpayer has so manipulated his affairs that no tax becomes exigible although it was the intention of the Act that amounts received by him should have borne tax. Under those circumstances the Treasury Board is given power to look behind the transactions and give such directions as will bring the income within the tax field.

Hire-purchase Agreements

Section 18 is an entirely new section and has the artificial effect of providing that the lessee under a lease-option or hire-purchase agreement shall be regarded as a purchaser for all purposes of the statute. He is entitled to depreciation or, to use the words of the bill, a deduction in respect of his capital cost, but he will not be able to claim that the payments he makes are by way of rent and deductible as a business expense. This provision of the bill will not affect the position of the lessor-vendor and his receipts will be income by virtue of section 6 (1) (c) of the bill.

Interest Rate on Loans

Section 19, now section 23A of the Act, substitutes for the ministerial discretion with regard to the rate of interest the fixed rate of 5% yearly.

1st War Loan "E" s Mature Feb. 1, 1948

All owners of First War Loan 3¼% bonds bearing the call letter "E" should make arrangements to present them on Feb. 1, 1948 for payment of the principal sum. This results from a draw made by Hon. Douglas Abbott, Minister of Finance this week in which he drew this "call" letter.

The First War Loan bonds, dated Feb. 1, 1940, were printed in five equal groups, each with a distinguishing "call" letter. Under the terms of the issue one of these groups of bonds representing 20% of the issue was to be redeemed on Feb. 1 of each year from 1948 to 1952 inclusive. The selection of groups for redemption was to be made by annual drawings. Total holdings of First War Loan bonds of all series outstanding are $250 millions.

Toronto Drops Idea Of Services Director

Toronto city council last week said "no" after long and animated talk in and out of the city hall on the question of creating a position of full-time director of municipal services. Decision followed a statement by Robert Hood Saunders that at the Jan. 1 municipal elections he means to ask a fourth term as mayor and so wouldn't be able to become services commissioner.

A new Journal reviews British trade in Canada

BRITAIN'S trade drive is not confined to the export of manufactures. In the fields of aircraft, toolmaking and steel, Canadian corporations of British parentage are helping to increase dollar earnings. These developments are of prime importance to leading businessmen in Canada. It is for them, and their counterparts throughout the English-speaking world, that *The Times Review of Industry* is edited—a new monthly Journal incorporating *The Times Trade and Engineering*, and now available in Canada, *by subscription only*.

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THE TIMES
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Chatham Gets First Overseas Industry

From Our Own Correspondent

CHATHAM—First overseas industry to establish in this city, Epheta Mfg. Co., London, England, plans to produce mica stampings and electrical heating elements for toasters, irons, etc. The firm will also compound scale removers, a scale solvent used in heating water for household or industrial needs, and other chemical lines. Managing director is Sydney List.

Epheta, a division of Dunedin Holdings (London) Ltd., has leased in Chatham one of the new buildings erected by Western Ontario Packing Co.; 4,000 ft. of floor space.

The plant will start with a small number of employees but hopes to increase this to 200 when a factory is built later.

ELDER MINES advises that by agreement of Oct. 27 with Claire William Hough and assigned to Federal Trading & Agency Co., 30,000 shares have been underwritten at 75 cents a share, payable $5,000 cash and $17,500 in 30 days and an option granted on 270,000 shares at the same price, exerciseable 90,000 shares each by Feb. 25, May 25 and Aug. 25, 1948. Upon issue of shares underwritten, issued capital will be 2,716,003 shares.

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Britain Plans Ad Campaign To Draw Canadian Visitors

North America's "discovery" of Europe was a feature of the years following the First Great War. While some trans-Atlantic visitors are now beginning to reappear in Europe's hotel lobbies, pleasure spots, and art centres, the revival of this lucrative trade after the Second World War is being choked by the high cost of providing oneself with the essentials of life in Europe today.

The present situation gives some encouragement to those who are fighting to promote Britain's tourist trade. They point out that few people can be comfortable in visiting the continent of Europe without making the acquaintance of the black marketeer; in Britain it is hard to find one.

John G. Bridges, director-general of the British Travel Association who is now visiting Canada, points out the following "relative advantages" of Great Britain for travel abroad in 1948:

1. The visitor is assured that he will not be asked to pay exaggerated prices, and, because Britain has been more successful than her continental neighbors in keeping a rein on prices, he knows he'll get value for his money.

2. The visitor knows that he cannot, by virtue of having a lot of money, get what other people can't get.

While it's true that Britain is austere and Britain is rationed, Mr. Bridges has encountered a number of fallacies concerning the situation overseas. One is the Britons are "starving." Another is that visitors shouldn't go to Britain and eat up the rations of those who live there. In regard to the latter, Mr. Bridges points out that tourists are encouraged as a source of much-needed dollars. Give Britain the dollars, he explains, and the country will be able to buy abroad much more than the foodstuffs eaten by her visitors.

Backing up this view is a survey published by Mr. Bridges' association which shows how the country's visitors spend their money. Fifteen per cent goes for merchandise, 35% for hotels, 10% for restaurants, 15% for entertainment and sport, 20% for transport (road, rail, car hire, petrol, etc.) and 5% for other services.

Considering the fact that austerity is poor publicity from a tourist promotion standpoint, Britain is already making a remarkable revival. In 1938, the value of the tourist to Britain was estimated at £31 millions; during the war it dropped to practically nil; in 1947 it rose to almost £20 millions. (Sir Stafford Cripps estimated £16 millions for the current year, but didn't include the cost of passage to and from British ports on British ships.)

British Treasury officials would be happy to see a larger slice of this tourist trade come from hard-currency countries. To achieve this end is the principal purpose of Mr. Bridges' current visit to Eastern Canada and the United States.

Between now and the end of March, Mr. Bridges' association will spend £12,000 (roughly $50,000) via MacLaren Advertising Co. Ltd. to encourage Canadians to come to Britain in 1948. This "market" is considered to be an easier selling job than the United States where family ties are less intimate. The British Travel Association also has a promotion program under way with Cecil & Presbrey of New York, though Mr. Bridges declined to specify the amount of money involved pending Exchequer approval. He maintains that an expenditure of $250,000 in the United States during the coming year would be "justified."

Development prospects in the U. S. market are indicated by an independent survey of United States citizens who have signified a wish to travel to Europe during 1948 or 1949. This showed that 23.1% hoped to go to the British Isles, 14.7% to France, 8.6% to Switzerland, 2.9% to Italy, 2.5% to Norway, 2.2% to Netherlands, 0.7% other Mediterranean countries, and 45% Europe generally.

Wool Hits Peak And May Go Higher Yet

Raw wool prices have been bid up to record highs at recent Australian auctions and as yet there is little evidence that the sellers' market in wool is over.

"There'll be no world flop in wool such as after the last wartime boom period," Dr. E. H. Booth, chairman of the International Wool Secretariat, stated at a Toronto press conference. "Though consumption has dropped back moderately demand will continue ahead of supply for the rest of this year and part of next, for most of the medium to high quality type wools."

There is a very definite world shortage of fine quality wools. This stems from several factors, Mr. Booth says. Drought and stress on other types of farming have reduced the world sheep population by about one third.

More and more sheep farmers have shifted to bigger animals producing a coarser type wool. Finally, there is abnormal accumulated world demand, partly arising from war havoc in Europe and partly from boom-time shift to high quality woollen and worsted clothes in North America.

Heavy Bidding

Australian September auction sales brought the record average price of wool to around £40 Australian (about $130) a bale, or 30.5 pence (41.5c.) a lb. on a greasy basis. September auctions last year averaged only 18 pence.

Heavy bidding on behalf of European countries and by Britain for her current textile export drive has kept prices at record levels. U. S. buyers are expected to bid more freely as the season progresses, maintaining the wool sellers' market.

European countries which used to look to South America to supply wool for clothing are now turning almost entirely to Australia and New Zealand as their precious dollars run out.

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INCOME TAX

Officer's Medical Expenses

As an officer in the armed forces I am entitled to free medical and dental attention. This is valued at $5 a month for purposes of computing pension deductions which are 6% of pay received. Would it not be possible to claim this $60 as medical expenses and thus deduct it from income before computing tax, provided total medical expenses exceeded 4% of my income?

According to information received, if you were to include the $60 as medical expenses in calculating your deductions for excessive medical expenses, you would also have to add it to your income. Thus you would be no further ahead as you would only add it in one place and deduct it in another, the deduction right of course depending on whether your medical expenses exceeded 4% of your salary or not.

INVESTMENTS

Wrigley Toothpaste

Would you please give me some information on the Wrigley Tooth Paste Co.?

At the last annual and special general meeting of shareholders of Wrigley Tooth Paste Co., Montreal, the assets of the comapny were sold and the charter is being surrendered, The Financial Post is informed. The amount derived from the sale was only sufficient to cover outstanding liabilities and there are, consequently, no funds available for distribution to the shareholders, the letter states. The company will, in consequence, be dissolved on a date to be fixed by the Secretary of State.

War Savings Certificates

What do I have to do to obtain cash for my maturing war savings certificates?

Maturing war savings certificates have to be signed off on the back the same as they are registered on the front and then sent to the Registrar of War Savings Certificates, 350 King Edward St., Ottawa, Ont., The Financial Post is told. The registrar will send you a cheque for the face amount of the certificates. It might be advisable to forward your certificates by registered mail.

INTERNATIONAL HYDRO-ELECTRIC SYSTEM'S hearing on dissolution proceedings before the U. S. Securities and Exchange Commission last week was adjourned until Nov. 17. Purpose was to enable B. A. Brickley, trustee, to file amendments to his plan and to submit information requested by the staff of the Commission's Public Utilities Division. Two additional plans for liquidation of the system were filed—one by the Brooks Committee for class "A" stockholders and one by William L. Schoenheimer of New York, a debenture holder. Representatives of all classes of security holders participated. No objection was raised to the adjournment.

J. K. BRUMELL, whose appointment as general sales manager of Investors Syndicate of Canada Limited has been announced by Mr. T. O. Peterson, president.

Joining the company's sales staff in 1939 Mr. Brumell was promoted a year later to divisional manager in Toronto. He is well known in banking and financial circles in Eastern Canada having had more than seventeen years association with the investment business.

*

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CITY OF NEW WESTMINSTER, B.C. new issue of $800,000 2½%, 2¾% and 3% debentures was awarded to the Bank of Montreal and McMahon & Burns Ltd., Vancouver at a price of 98.60, City Treasurer W. A. Green states.

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ASSETS OVER $15.000.000.00

Why a Barrett SPECIFICATION* Roof?

Building Owner
Architects
Contractor
Approved Roofer
Barrett Inspector
Barrett Bond
Barrett* Specification* Roofs
QUALITY PRODUCTS
Barrett
APPROVED ROOFER
SKILL INTEGRITY

This is the concluding advertisement in a series illustrating the links in the Barrett chain of roof satisfaction.

Because it is the Product of Skilled Teamwork

Sound, dependable roofing is not the product of chance . . . or guesswork, either. It is the product of skilled teamwork. Teamwork that involves superior materials, tested specifications, trained personnel plus the experience and knowledge of architects and contractors. That's the story behind the unequalled performance record of Barrett SPECIFICATION roofs.

Materials are manufactured by Barrett. SPECIFICATIONS are the result of 93 years' Barrett experience. Approved Roofers and Inspectors are trained to respect proved Barrett methods. The application of each SPECIFICATION roof calls into play this whole Barrett team to work in cooperation with the building owner, the architect and the contractor. The result? Sound, long-lasting roof protection . . . a Barrett SPECIFICATION roof.

When you want dependability on top, specify a Barrett SPECIFICATION roof, using Barrett SPECIFICATION roofing materials, applied by a Barrett Approved Roofer and covered by a Barrett Bond.

THE BARRETT COMPANY, LIMITED
Montreal • Toronto • Winnipeg • Vancouver

*Reg'd. trade mark

WHAT'S NEW IN BUSINESS

Manufacturers of products that are either completely new or are being made in Canada for the first time are invited to contribute to this column. Describe the product, state its purpose, outline in what respects it is new, and indicate its significance to its field.

Heats Motor

Plug your car engine into ordinary 110-v. electrical outlet on your garage wall; within thirty minutes engine antifreeze is heated to easy starting temperature — even under subzero conditions. This is accomplished by a "Freeman Headbolt Heater" which permanently replaces a cylinder headbolt in engine, extending into the engine water jacket. Extension cord runs through radiator grill or to side of engine hood.

• • •

Small Washing Machine

Canadian company is reported to have completed arrangements with U. S. patent-holders for the manufacture in this country of small-sized washing machine designed to meet needs of apartment dwellers. Appliance is sufficiently compact to be used beside an ordinary kitchen sink or in a bathroom; operates on new principle whereby forced air is used to agitate water in place of metal agitators usually seen.

• • •

Rubber Tire Chains

New type automotive chains and mud hooks for use on snow, ice, or mud, employ slotted rubber straps rather than metal links. U. S. maker claims they eliminate chain rattle, car vibration, and constant breakage of links. Because they ride and wear like a tire, they may be left on all winter without excessive wear on tire because no metal touches tread or sidewall.

• • •

Cleans Venetian Blinds

Cleaning tool made by Detroit firm will wash or wax both sides of the slats of a venetian blind at the same time; uses two rubber sponges anchored to a spring tension handle.

• • •

Steam-heating Valve

New York manufacturer claims new steam radiator valve, which automatically controls the temperature of each radiator on which it is installed, is first device to provide flexibility of zone heating at low cost; may be installed on all one-pipe steam systems, hand-fired or automatically fired, with any fuel.

• • •

Electric Sheet

Westinghouse's latest in electrical bed coverings is an electric sheet; made of neutral-colored muslin, 70 inches wide by 84 inches long with heated area 54 x 70 inches to cover top surface of a standard double bed.

• • •

Solves Caddie Problem?

Golf club carrier made of aluminum alloy weighs less than a pound; unit is designed with ground spikes so that it stands upright while player is using the clubs. Container for golf balls hooks on.

• • •

Fork Truck Attachment

Combination roll-grip and upender attachment for fork lift trucks provides safe handling of heavy cylindrical loads; was originally designed by Cleveland firm in response to a request for a fork lift truck device capable of picking up and stacking 1,500-lb. rolls of paper of varying length and diameter; features a vise-like pair of curved arms which hold the load safely and firmly at all times.

• • •

Soil Sterilizer

Scottish firm has developed a new portable appliance which claims to remove many problems of soil sterilization for smaller nurserymen. Steam is raised within a few minutes of lighting the oil burner; capable of sterilizing 10 cu. ft. of soil in under half an hour. One of the advantages of using superheated steam is that the soil is dry where the process is completed and can be returned to seed beds at once.

• • •

1¾ h.p. Lightweight

Vancouver firm has placed on market a 1¾ h.p. gasoline engine with a basic weight of only 12 lb.; intended to fill the need where portable lightweight power is required; can be arranged to run in any position, even inverted.

• • •

Three-in-one Bathroom

Latest architect's dream is said to be three-in-one bathroom, only 50% larger than the average Canadian bathroom. Tub, shower, and toilet, each in a private compartment; two basins so that man of house can shave and wife make up simultaneously. Shaver's basin is set eight inches higher and has light-encircled mirror.

• • •

Handy Tape

Two-in-one tape for household handyman combines rubber splicing compound with friction tape; doesn't have to be wrapped around for ordinary electric-cord splices, but sticks and works if applied lengthwise. Single layer is adequate for lines carrying up to 220 volts; double layer, 650.

ONTARIO and the B of M Have Grown Up Together

Business by barter, travel by stagecoach . . . such was the order of the day when the Bank of Montreal began business in Upper Canada. Within eight months of its founding in November, 1817, the B of M—Canada's first-established bank—opened agencies in the garrison town of Kingston and the trading settlement of York. Typical settlers of the time, the thousand citizens of York lived by farming, lumbering and trading with the Indians.

Since that far-off day, Ontario has become the most populous and highly industrialized Canadian province . . . and the B of M has built up its largest representation here. Soon, the new 16-storey B of M building will be numbered among Toronto's many beautiful edifices . . . typical of the progress Ontario and the Bank of Montreal have made together.

Today, the B of M serves the people of this modern-minded province through 189 branches and is constantly adding to this number.

"MY BANK"
TO A MILLION CANADIANS
B of M

9 Men of Vision...

PROVED THEIR FAITH IN CANADA

...130 Years Ago

1817

An exhausted Europe — torn by decades of war — was breathing more easily . . . two years before, the Napoleonic Wars had at last ended at Waterloo. In the New World, the three-year-old Treaty of Ghent had ended an attempted invasion from the south . . . and the peoples of North America began a friendship that is the admiration of the world today.

1817 . . . Sturdy colonists of British North America — half a million of them — were scattered over as many square miles. To the west and north lay another two million square miles, unsettled and untouched. Merchants and traders did their business by barter and with a hodgepodge of American, British, French, Spanish and Portuguese money, whose changing values spelled chaos. Trade development languished.

INTO this scene came nine men of vision . . . nine English and Scottish merchants who realized that, without a solid financial foundation, the colonies could never reach nationhood. Together, they determined a course of action. With their own money and the backing of 209 other pioneering citizens, these nine men founded the Bank of Montreal, which opened its doors for business on November 3rd, 1817. Never once since then has the Bank failed to open on a business day.

AT the very outset, the Bank issued its own bills and coins. Here was Canada's first real money. The currency won immediate acceptance . . . goods moved more quickly . . . and the stability the nine men hoped for came rapidly. The people proudly welcomed this Canadian currency—and, as its circulation spread, so did the reputation of the new bank. Within a year of its founding it became the Government's banker, and its currency officially replaced the British money used by the Government up to that time.

CANADA

JUST two weeks after the Bank started, Canada's first branch bank was founded . . . the B of M's Quebec agency opened—and, thus, the Canadian branch banking system began. The following year saw agencies opened at Kingston and York, now Toronto, and branches spread as the years went on. Hailed throughout the world for its strength and flexibility, this system of branch banking—begun 130 years ago—has proved ideal for a country vast in area and small in population.

BUT all was not easy. There were hard, trying days ahead—each decade had its ups and downs. From 1836 to 1840 Canada experienced a succession of bad harvests, political convulsions, commercial changes and failures. Rebellion had depreciated the value of property and seriously hindered the improvement and further settlement of the country. The Bank of Montreal survived only by the most careful use of its resources and the confident loyalty of its depositors.

RECOVERY was rapid during the middle years of the century. Then came 1867 . . . and a nation was born. But a trans-continental railway was a condition of Confederation, and now the Canadian Pacific had to be pushed through. To speed the construction, the enterprise was placed in private hands. The work went fast, and the last spike was driven five years earlier than expected. With faith characteristic of its nine founders, the B of M had backed to the limit this great national project.

THE TWENTIETH CENTURY BELONGS TO CANADA — Laurier

1900 — the century opened with a new flood of prosperity which lasted for more than a decade. Two more trans-continental railway systems . . . a great influx of new settlers . . . abundant crops . . . thousands of new industries —and then . . . World War I ! Through the trying times which followed . . . the inflated days of the 20's and the depressed days of the 30's — through a second World War in our time . . . Canadians worked and fought, and Canada became a world power.

1947 — Peace . . . new plans . . . new hopes . . . rehabilitation. Life in Canada still takes work, courage and, above all, vision . . . the kind of vision which spurred nine men to pioneer the nation's economy 130 years ago. From a corporal's guard in 1817, the staff of the B of M has grown to an army eight thousand strong . . . working closely with Canadians and their industries in hundreds of communities from coast to coast . . . supplying the lifeblood of credit to an expanding nation . . . seeking always—through sound counsel and friendly service—to give practical help to the million and a half customers who put their trust in it.

What of Tomorrow . . . ? Just as history foreshadows the future, so the record of Canada and of her first-established bank working together gives promise of bright tomorrows for the nation. "The twentieth century belongs to Canada" . . . and for that future we pledge ourselves anew to work constructively with Canadians in every walk of life.

BANK OF MONTREAL
Canada's First-established Bank

GEORGE W. SPINNEY, C. M. G., President
B. C. GARDNER, Vice President and General Manager

The Financial Post

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Here's How Progressive Food Stores Plan Better Service to Lower Prices

By B. T. HUSTON
Editor, The Canadian Grocer (Maclean-Hunter)

Foods are on everyone's tongue these days in more ways than one. With cancellation of government subsidies and trading losses, the Government has forced the hand of manufacturers and processors. There has been much to do about it all among retailers, consumers and labor unions.

Such important items as flour, bread, milk, butter, cheese, canned fruits and vegetables, dried fruits, corn products, all of which Ottawa was supporting in price, have moved to higher ground. It's conceded by the trade that since the Government has been responsible for these increases, it should have informed the public more fully about them. It could have emphasized that while the war was on, its subsidy and trading loss policy kept prices down—even if it had the opposite effect on taxes; that as the props were removed it was inevitable they had to rise. As they go up, taxes come down—or at least they should come down.

The higher wages now paid workers not only to produce the foods, but also the containers, packages, labels and shipping cases, have meant that increases in prices had to exceed the bare subsidy payments.

Ottawa has begun to wield the big stick. It is suggesting that if prices advance unduly and if there's collusion on the part of any section of the trade, someone may feel the weight of that stick. That in itself is tending to create distrust on the part of the consumer and labor unions. They are invariably inclined to put the blame for higher prices on the manufacturer or the distributor and not always where it so largely belongs at this time—on the Government.

It's well recognized that the main thing in holding down prices is to increase production and thereby competition. Ottawa perhaps could have brought this about more rapidly by getting rid of its controls sooner. That would have thrown business into the open market quicker and tended toward producers and manufacturers getting into their stride long ago.

Inflation was experienced to an extent even under controls but was artificially held down while we were fighting for democracy. Ottawa was fairly sure that soon after we won it, production would more nearly equal demand, and prices would either hold to what they were or ease off.

But with such a void in so many products apart from food, employment is at a peacetime peak. That means there's plenty of money around which means the bidding up for merchandise of almost all kinds. So now we're getting our inflation.

With all sorts of costs which enter food production moving up all around us, manufacturers, processors, wholesalers and retailers are presently hard put to it to hold down prices. Only where production has outstripped sales are prices being reduced. One example of this is seen in the raisin and prune toboggan in California. A year ago raisins sold at over 20c lb. f.o.b. coast. Recent quotations on new crop have been 7½c to 8½c. Prunes can be bought 4c to 6c cheaper. Another example is in citrus juices. This past season the market is lower by at least a third—all due to heavy output in the south. This means Ottawa doesn't have to take trading losses this year to maintain reasonable prices. Almost all kinds of nuts are in the same boat.

But this doesn't apply to our tea or coffee imports. Government support has been dropped and primary markets have either advanced or held. The dollar shortage in many coffee-consuming countries may eventually tend to ease this market. It depends on how essential these countries consider their coffee to be.

Nor does it apply to many domestic foods. A year ago heavy subsidies were paid on fruits and vegetables for canning and even on canned foods themselves. With growers getting a still higher basic price this year and no subsidies, prices had to spurt upwards. Premature frosts in Eastern Canada have not only left us short hundreds of thousands of cases but with a market away above earlier expectations.

There seems little chance of prices on flour, cereals or on bread easing off for some time now that wheat subsidies are cancelled. The support was also taken out from under corn resulting in higher starches, cereals, syrups, glucose and dextrose. Consumption of some of these items is bound to be adversely affected and should production speed up we would naturally see an easing off in prices.

Problem of the Jobbber

Food chain corporations are direct buyers. The larger firms have ambitious plans for expansion. Smaller units are being remodelled. New and bigger super market type stores are looming with streamlined interiors, latest equipment, wider assortments, additional departments, parking space.

This presents a problem for the jobber who serves the independents. To meet the chain competition his job is to get the merchandise into his customers' stores at lowest possible cost. He's erecting new warehouses, also with latest type wholesale grocery equipment. His operation is confined mostly to one floor to save time and labor in taking in goods and shipping out. The warehouse invariably has a railway siding. Fruits and vegetables are forming a bigger proportion of his inventory.

Collections, which were no problem at all in war years, are now being closely watched. Bad debts are held to a minimum. Inventories are away up because of higher prices and more merchandise. The jobber in many instances is taking the lowest possible markups, considering speed of turnover of the various products and the necessity of keeping out of the red. Many independents feel his markups are still too high.

Trends in Merchandising

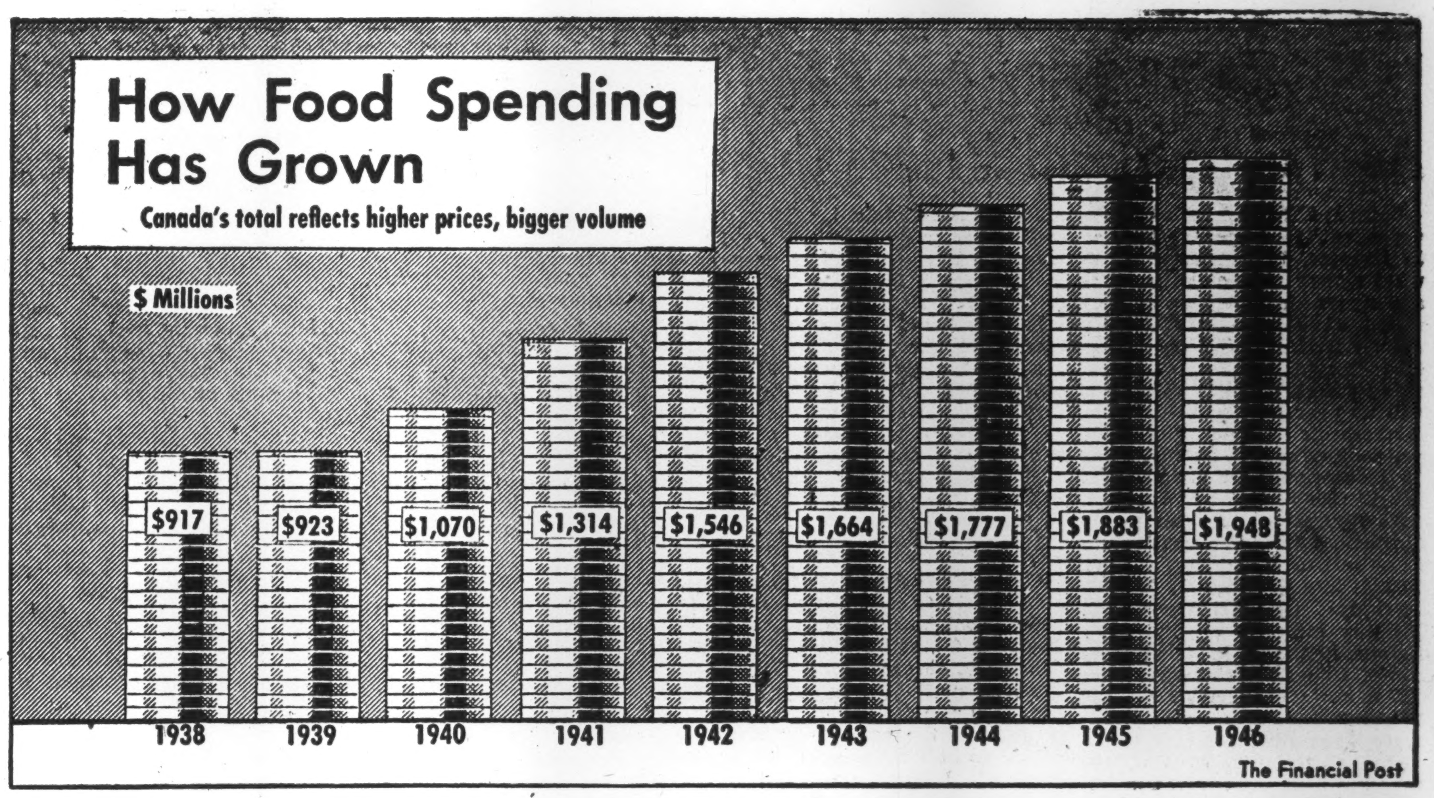
The progressive food retailer, independent and chain, knows that competition is going to be keener than at any time in past seven years. He knows he must operate on a scientific margin basis, quickly follow the market up or down and maintain lowest prices commensurate with safety.

It's a well-known fact that food margins are much lower today than 10, 20 or 30 years ago. Newer methods have been responsible. Food retailers too have the lowest markups of any. They know the best means of holding overhead to a minimum and thereby markups and prices to the consumer is by increasing sales.

Those with ideas and initiative are doing just that in many ways such as:

1. Operating more inviting stores.
2. Selling all types of food under the one roof—groceries, meats, fruits, vegetables, bread and other bakery goods.
3. Widening their assortment.
4. More scientific placement of goods inside the store.
5. Allowing shoppers to select their merchandise without interference.
6. Mass displays in the interior to promote self-service and less attention to windows.
7. Addition of fresh meat departments.
8. Wider use of labor-saving equipment such as the modern cash register, the power meat saw, the scale that weighs and computes the price, the electrically operated meat slicer, the mechanically refrigerated meat case that displays as well, self-serve dairy, fast-frozen fish cabinets, ice cream cases, streamlined coffee mills, etc.

Many of the more active retailers today have doubled their sales in the past few years. A market store operation, for instance, responsible for $50,000 annual sales at the start of the war produces $100,000 and more today.



Based on the hundreds of enquiries Canadian Grocer has received from food retailers in every province in the past three years for assistance in store layout, millions of dollars have been and are being spent on remodelling and new equipment. Stores operated by the progressive merchants are being dressed up, making them more inviting for shoppers. Not so much time is devoted to dressing windows, as the bright, attractive inside display is found to be more valuable.

All these things have tended to increase sales without a corresponding increase in overhead and thereby lower prices than would otherwise be the case.

Here are some sales examples: A market store operator in a suburb of one of our larger cities remodelled a year and a half ago and reports sales of $150,000 in a 12-month period, more than double three years ago.

A Western Ontario dealer in one of the smaller cities with plenty of chain competition had sales of over $200,000 last year, away beyond former records. One in the Maritimes in a comparatively small centre without chain competition sold merchandise to the value of over $240,000. He travelled through Upper Canada looking for ideas for further store improvement.

Back in 1930, according to the Dominion Bureau of Statistics census figures, grocery and combination markets sold merchandise to value of $350 millions. By 1941 the figure was $560 millions, up nearly 60%. The writer's estimate this year would be close to $950 millions, thus giving the billion mark a close run. Sales are running on the average at least 10% ahead of 1946.

Much of this tremendous increase is due, of course, to higher prices but most of it to the rapid development from exclusive grocery into the market type store, more money in circulation and shortages of many consumer goods.

Additional lines merchants are buying and selling is further tending to increased sales and lower percentage of markups. We have all heard of the deep-freeze cabinets to sell fast-frozen foods. These are kept at zero or under temperatures. First fish, then fruits and vegetables were the featured items. Now the food dealer is into the ice cream brick business with a refrigerated cabinet.

With deep-freeze units being installed in many homes, quantities of these fast-frozen foods can be picked up at the market store and transferred to them to be kept indefinitely.

So-called drugstore items are being added. One of Canada's big soap companies recently created a widespread furore among the druggists by offering its dental cream and powder through food stores. Many of the latter too are now selling shampoos, shaving soaps, healing ointment, epsom salts, bath salts, absorbent cotton, petrolatum—all considered more or less exclusive to druggists.

Grocers claim if it was only a short step from laundry soap to the handling of toilet soaps, it's only another short step to soap for the hair, for shaving and cleansers for the teeth.

Grocers are featuring incandescent lamps, soft drinks, facial tissues, car and furniture polishes. A Montreal food chain not long ago, believe it or not, advertised woollen yarn for knitting and darning in a dozen colors. "For talented hands," the copy said.

On top of all that more and more varieties of canned foods are appearing on the shelves. There was no canned apple juice offered back in 1930, but last year our processors packed over 600,000 cases. Tomato juice was only discovered in the late 20's. In 1946 the Canadian pack was close to five million cases on a 20-oz. basis. The strained canned fruits and vegetables for babies are also of modern times. And now strained canned meats and soups are on the market. These are but a few of the comparatively new products.

Another reason for increased sales is the scientific placement of goods in the store. Every woman who goes shopping has a list of the musts.

But she is not allowed to pick these up in the modern store as she enters. They are placed at the rear. On the way there the up-to-date merchant sees that she passes a wide array of items she didn't think of before leaving home.

Markup Has Been Reduced

Twenty-five or more years ago the average grocer figured on a markup of around 20% to 25% on sales. Today, due to the above-mentioned reasons, it's more like 15% or 16%. A lot depends on location and competition, and the service rendered. Most dealers know that too large a markup invites stronger competition and are not taking all the traffic will bear at a particular time.

Jobbers' markups not too many years ago ran 10% to 12% on sales and sometimes considerably more, making a total of 30% to 37% over the manufacturer's price. These, too, have been reduced to perhaps 6% to 8%.

An analysis of the figures in the latest annual financial statements of Loblaw Groceterias Co. and Dominion Stores Ltd. is enlightening. Both are direct buyers. It's seen that the overhead of the former covering both wholesale warehouse operation and retail store expense was 16.7%. Net profit on sales after depreciation and taxes was 2.27% of sales. That means a total markup between manufacturer and consumer of 18.97%.

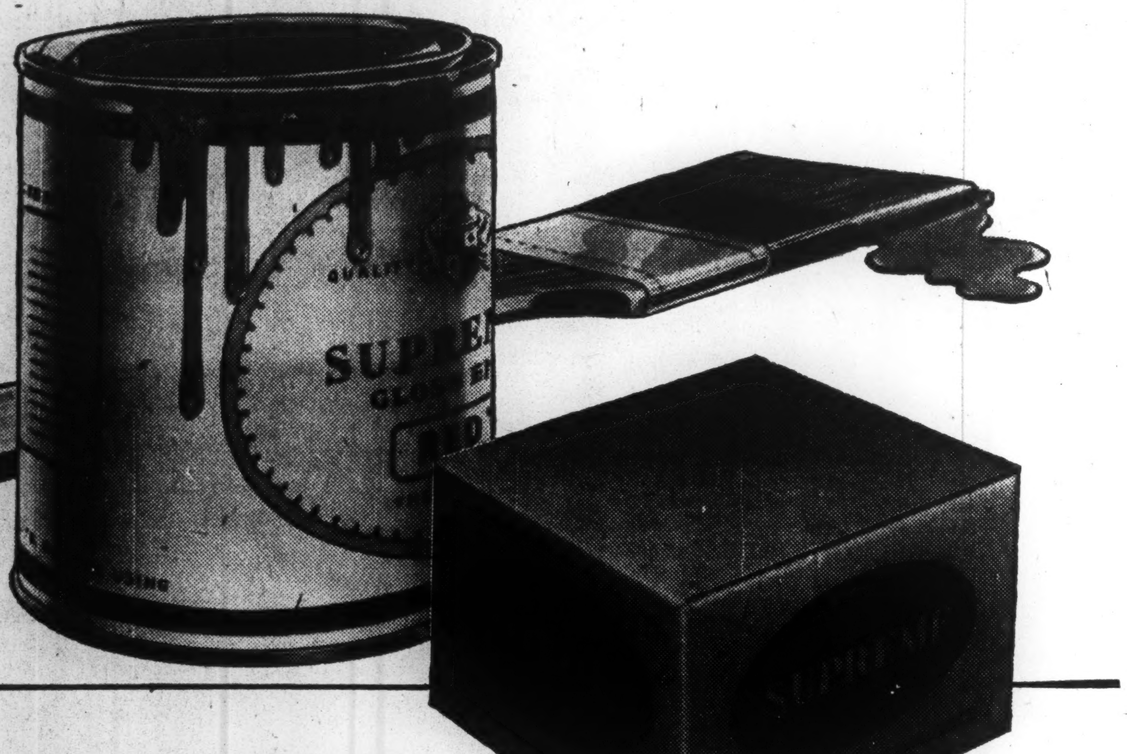
In case of Dominion Stores, its overhead (assuming wholesale warehouse expenses are, say, 3%) works out at 17.08% of sales. Net was 1.86%, making total markup between the manufacturer and consumer of 18.94%.

Keen competition from now on with government supports gone, and increased production on the horizon, will definitely tend to hold markups on foods and allied products to minimum requirements for safety.

The Statistical Review

The statistical review of Canadian food companies, a full-page table presenting in concise form information of interest to shareholders and investors, will be presented in next week's issue of The Financial Post.

first to develop
a corrugated box for PAINT



HINDE & DAUCH pioneered with the first corrugated box for shipping canned paint . . . was first with a double-wall box that greatly increased protection in transit, increased packing and handling efficiency, simplified identification in storage. Now, most canned paint is shipped safely and economically in corrugated boxes. Now, also, many other H & D "firsts" have become standard for their respective industries—glassware, chinaware, canned food, furniture, baby chicks—and are reducing shipping costs, eliminating damage in transit, decreasing distribution costs, increasing sales. Hinde & Dauch Paper Company of Canada, Ltd., General Offices, Toronto.

LOOK TO
H&D
FOR PACKAGING
"firsts"

HINDE & DAUCH · Authority on Packaging

MILLS AND FACTORIES ARE LOCATED AT TORONTO • TRENTON • MONTREAL

BETTER LIVING

Sound Business Management Promotes Better Living for Everybody

Canada is famous for its high living standards.

What makes these standards possible?

Surely it is Sound Business Management that, through courage and confidence, intelligence and initiative, changes dreams into realities . . . creates two markets where one existed before . . . and opens up opportunities to workers for earning more money for more and better work.

Yes, Sound Business Management benefits every Canadian home . . . in improved goods and services at greater value . . . in expanding world and national demand for Canadian goods . . . in increasing employment and wages . . . *in building living standards that are a byword throughout the world.*

"To grant annual vacations with pay to employees . . . to provide medical centres and rest rooms . . . to safeguard the future with liberal pension provisions."
— *From Weston's Employee Policy.*

Weston's
★ SODA BISCUITS
★ English Quality BISCUITS
★ BREAD, CAKES and CONFECTIONERY

A14

GEORGE WESTON LIMITED · TORONTO, CANADA

Increase of 10% for Food Stores Seen As Volume and Prices Continue Over '46

Sales in Canadian chain and independent food stores continue to increase, though at a somewhat slower rate, and the average rise over last year is estimated at around 10-12%. Although an increasing porportion of increased volume represents rising prices physical volume is still up over last year.

Increasing availability of goods and continuing high buying power of the consumer are main factors in still rising volume of business. DBS figures would seem to indicate that the large chain store organizations are making further inroads into the business formerly enjoyed by the independents. Monthly increases are currently running higher for the large chain stores. Under this challenge more and more independents are going into the self-serve or semiself-serve type of business.

One of the highlights of the year has been the record amount of new building and remodelling of food outlets. Although difficult building conditions are still deferring many projects all the large chains and a rapidly increasing number of independents are rushing postwar building plans to completion.

With the removal of subsidy on a long list of food lines, prices have risen considerably. Many food officials, though apprehensive over still rising trend of prices, say there has not yet been any really marked buying resistance because of high prices.

Atlantic Wholesal's

Atlantic Wholesalers is a wholesale distributor of food and other products in the Maritimes through subsidiaries. It also processes and packs special lines of food products and operates 12 warehouses. Its subsidiaries include Atlantic Wholesalers (Eastern), formerly Eastern Hay & Feed Co., which wholly owns Chignecto Bakeries; Atlantic Wholesalers (J.S.H.) formerly Jones-Schofield-Hathaway, which wholly owns Atlantic Wholesalers (Yarmouth); Atlantic Wholesalers (Digby), formerly Digby Wholesalers, acquired in 1946; Gray's Wholesale, acquired in 1946.

Bowes Co.

Bowes Co. is a manufacturer, importer and wholesaler of food products, used principally by confectioners, bakers, hotels and restaurants.

The company bought out the controlling interest in York Trading Ltd. in July, 1945. York Trading is in the business of wholesaler grocers and general merchants.

The company now operates factory and warehouse premises, but a suitable building has been purchased and plans have been made to consolidate the factory and warehouse under one roof, which it is hoped will be completed early in 1948. This property, at 181 Carlaw Ave., Toronto, was purchased from Orange Crush Ltd. for $187,500.

Net profits for 1946 were $178,103 ($23,546 in 1945). York Trading Ltd. showed a satisfactory consolidated net operating profit and the company's proportionate part in this profit amounted to approximately $42,000.

Dover Industries

Dover Industries was formed in March, 1940, to consolidate Robinsons Consolidated Cone Co., T. H. Tayler & Co. and S. J. Cherry & Sons. Robinsons Consolidated Cone is now Robinsons Industries Ltd. All three companies are subsidiaries of the parent company.

Net profit for the year ending Sept. 30, 1946, is up 83.4% at $202,539.

Dominion Stores

Dominion Stores operate chain stores from Sault Ste. Marie, Ont., to Glace Bay, N.S., handling mainly standard brands of meats, groceries and fruits. As at March 22, 1947, there were 229 stores in operation. The company also owns large modern warehouses in Toronto and Montreal.

Gross sales for the 53-week period ending March 22, 1947, highest in the company's history, were $40,898,921, an increase of 17.43% over the previous 52-week period.

Annual sales per store showed an increase of 20.9%. Net profits were up 150% at $760,920. Total operating expenses in dollars were higher, but percentage to sales was again reduced. Payrolls were substantially greater.

Substantial capital expenditures were made during the year due to opening a new plant in Toronto, replacement of capital assets, acquisition of new equipment and property for expansion purposes.

Hanson's

Hanson's Wholesale Grocers Ltd. was incorporated in Ontario on Aug. 14, 1944, to acquire the wholesale grocery business known as Hanson's Wholesale Grocers founded by Thomas Hanson, Jr., in 1938, and carried on since 1940 in partnership with his father Thomas Hanson, Sr.

Earnings for the year ended Aug. 31, 1946, are shown as $13,530. This would compare with an annual dividend requirement of $15,000 on preferred stock outstanding. Sales for 1946 are $1,167,554, against $194,869 for 1941. A new issue of $191,100 5% non-cumulative, preferred shares for $100, were offered early in the year by K. V. Gamble & Co.

Hunt's

Hunt's Ltd. operates 32 bakery and confectionery stores in Toronto, Hamilton, Ottawa and London and Orillia, also tearooms, restaurants and catering service.

Sales for 1946 were up substantially at $2,348,731 ($2,091,807 the previous year). Net profits practically doubled at $101,861.

Sales for the six months ending June 30, 1947, totalled $1,293,139, up 14.3% from the same period a year before.

The company has moved into its new Toronto plant. The new Toronto Kingsway store will be ready for business soon as will also a new store at Eglinton and Bathurst Sts., Toronto. Hunt's is also opening a new retail outlet in Barrie, Ont., to handle cakes, candy and ice cream.

Jenkins

Jenkins Groceterias Ltd. operates a chain of 39 grocery stores in Alberta together with a baking plant, coffee warehouse and fruit business; head office is in Calgary.

Net profit in 1946 was up 73% from the previous year at $47,323; sales were up 13%.

One additional unit was opened during the year, at Sylvan Lake. In Feb., 1947, the company moved to a new and larger location in Banff and a store is now under construction in Calgary, with several additional units also planned in that city.

Figures for the first few months of the current year indicate continued substantial sales increases, the annual report stated.

Kelly-Douglas

Kelly-Douglas & Company, Vancouver, operates a large wholesale distributing organization with facilities for jobbing and wholesaling in Western Canada. Under the firm name "Nabob" the company manufactures and sells tea and coffee, baking powder, flavoring, jelly powders, spices, puddings, etc.

Loblaws, Inc.

Loblaw Groceterias Inc. operates a chain of 119 self-serve grocery stores in the northern sections of New York and Pennsylvania, dealing in groceries and meats. A new warehouse in Syracuse is now in full operation.

A new high in sales was recorded in the 1946-47 season reflecting the change from war to a peacetime economy. Net profits for the fiscal year ended March 1, 1947, increased to $973,806 from $407,138.

Loblaw Groceterias

Loblaw Groceterias Co. is engaged in the chain store business in Ontario, handling all types of groceries and foodstuffs on the self-serve system.

In August, 1947, out of 113 stores in operation, 96 were self-serve market stores handling groceries, meats, fruits and vegetables, 15 were market stores handling groceries, fruit and vegetables and two were groceterias only. The company's warehouse and general offices are located in Toronto.

Sales in the current fiscal year are running more than $3 millions ahead of the corresponding period a year before, it was stated at the annual meeting. Seven new store buildings are now being constructed and others will follow when costs permit. Large market places have been acquired in Hamilton and Ottawa, which will be developed as soon as possible. Modernizing of the stores is continuing.

Net profits for the fiscal year ending May 31, 1947, were $1,218,889, against the previous year's $1,092,321; gross sales were $53,846,752 ($48,080,540).

At the recent annual meeting, President J. Milton Cork told shareholders that he had sold a block of 100,000 Class B shares to Garfield Weston. The transaction was a personal matter and did not involve control and would effect no change in the company's management policy, Mr. Cork said.

Nat. Grocers

National Grocers Co. is a wholesale distributor of groceries in Ontario with more than 18,000 retail grocers as customers. In addition to independent grocers, Red and White Chain is supplied by the company.

Sales volume showed a very substantial increase in the year ended March 31, 1947. As a result of a sharp rise in operating expenses due mainly to wage increases, net earnings were only slightly higher at $1,685,627 ($1,682,731 the previous year). Net profit increased to $704,225 from $676,280 the previous year.

The management doubted at the time of the annual report that sales volume would continue to increase in ratio to the increase in operating expenses, and considered lower net profit inevitable.

An expansion program is necessary to handle the increased volume of business, President H. L. McNally stated. A new warehouse is being built in London, Ont., and during the year new warehouses were completed at Mimico and Eastview, Ont., and an addition to the Chatham warehouse was finished.

Robin, Jones, Whitman

Robin, Jones & Whitman Ltd. operates a trading and fishing business in Quebec, New Brunswick and Nova Scotia. As at Feb. 28, 1947, the company operated 25 branches, the majority on the Gaspe coast. Dried fish is exported while boneless fish is sold all over Canada. The company's property consists of warehouses and wharves at Halifax, and 25 branches, 17 in Quebec, six in Nova Scotia and two in New Brunswick.

The business was established in 1766. At incorporation the company bought the assets of the C. Robin Collan Company, A. G. Jones and Company, and Atlantic Fish Company. Operating profit showed an increase for the fiscal year ended Feb. 28, 1947, to $179,818 from $173,958 in the previous year. Net profit was up to $66,437 in 1946-47 from $49,516 in 1945-46. Earnings per share on the preferred increased to $7.83 from $5.84 the previous year and $2.76 per share was earned on the common as against a deficit of 24 cents per share in 1945-46.

Stop & Shop

Stop & Shop Ltd. acted as a holding company controlling a chain of 65 retail grocery and meat stores in Montreal and vicinity and Ottawa under the name of Thrift Stores and Stop & Shop Stores. Shareholders approved the winding up of the company and E. J. Howson, of Thorne, Mulholland, Howson and McPherson, chartered accountants was appointed liquidator. Distribution of one share of Thrift Stores common stock for each 10 shares of Stop & Shop common is being made. Later, after deducting fees and expenses of the liquidator, a cash distribution will be made.

Sole asset of the company at the time of liquidation announcement was 35,117 common shares of Thrift Stores Ltd. As there were 339,000 shares of Stop & Shop outstanding, the company proposed to reduce its holdings of Thrift Stores to 33,900 shares, which would then be distributed on the basis of one share of Thrift for each 10 shares of its stock.

In order to provide for this distribution, directors authorized sale of 1,217 shares at $16 a share to Wood, Gundy & Co. and H. B. Housser & Co. To avoid issuing fractional certificates, the company proposed to pay $1.60 cash for each share held over or under an even multiple of 10 and to sell any extra shares still available, to the two firms mentioned. The cash forming the balance of the assets remaining after distribution of the shares of Thrift are to be distributed rateably among the shareholders, after deduction of fees and expenses of the liquidator.

Thrift Stores

Thrift Stores Ltd. operates the largest chain of grocery and grocery and meat stores in the Montreal area. Control was held by Stop & Shop Ltd. until voluntary liquidation of that company was approved June 16, 1947.

Of the 60 retail food stores operated by the company, 55 are located in the metropolitan area of Montreal and five in Ottawa. Forty-six of the stores are complete food markets, selling groceries, fresh fruits and vegetables, meats, poultry and fish, while the remainder are combined grocery, fruit and vegetable stores.

Stop & Shop Ltd. obtained control of Thrift Stores on August 8, 1936 and at April 30, 1946, after the 1946 reorganization of Thrift Stores, held 35,117 ordinary shares. Stores of both companies were turned over to Thrift Stores Ltd. to operate and Stop & Shop Ltd. became a holding company. On June 16, 1947 shareholders of Stop & Shop approved winding up of the holding company and distribution of its holdings of Thrift Stores on the basis of one share of Thrift for each ten shares of Stop & Shop.

Capital changes of the company in 1946 effected the conversion of 12,000 outstanding 7% second preference shares into 15,000 ordinary shares on the basis of 1¼ ordinary shares for each second preference. All arrears of dividends were eliminated on the second preference stock, with payment of $2 per share at the time of conversion in February, 1946. An additional 5,472 ordinary shares were sold in March 1946 at $14 per share to cover reorganization expenses. Of the 5,764 6½% first preference shares called for redemption on July 1, 1946, only 319 shares were redeemed, the balance of 5,445 shares being converted into 10,890 ordinary shares. This left a total of 51,362 ordinary shares outstanding.

York Trading Co.

York Trading engages principally in the business of wholesale grocers and general merchants, serving retail grocers and general stores throughout Ontario. The company also has sponsored groups which operated under the company-owned names of Carload Groceterias, Superior Stores and Dominion Hardware Stores. The company operates six branches, in Hamilton, Kitchener, Orillia, Owen Sound, Peterborough and Bellville, with head office in Toronto.

During 1945 Bowes Co. purchased approximately 57% of the issued common shares of this company. Bowes Co. is a manufacturer, importer and wholesaler of food products used principally by confectioners, bakers, hotels and restaurants. With such acquisition and control,, substantial management and operating savings have been effected, considerably reducing operating costs of the company. Net 1946 profits were $84,103 ($23,863 for the previous year), despite a sharp jump in income taxes.

Western Grocers

Western Grocers Ltd. is engaged, directly and indirectly through subsidiaries, in the wholesale grocery business in Western Canada.

Sales for the first quarter of 1947 are fully up to the high level of a year ago, President W. P. Riley told shareholders at the annual meeting. For the remainder of the year, however, the prospect was said uncertain.

Sales in 1946 in dollar value were at a new high but part of the increase came from price advancement; percentage of gross profit was approximately unchanged from the previous year.

A more recent company statement reported that sales for the first half of the year were a little higher than the peak of a year ago, but earnings were down

(Continued on page 19)

Hey kids!
LOOK WHAT'S HERE!
Silverwood's De Luxe Ice Cream

. . . excitement amongst the small fry . . . it's so good . . . so delicious.

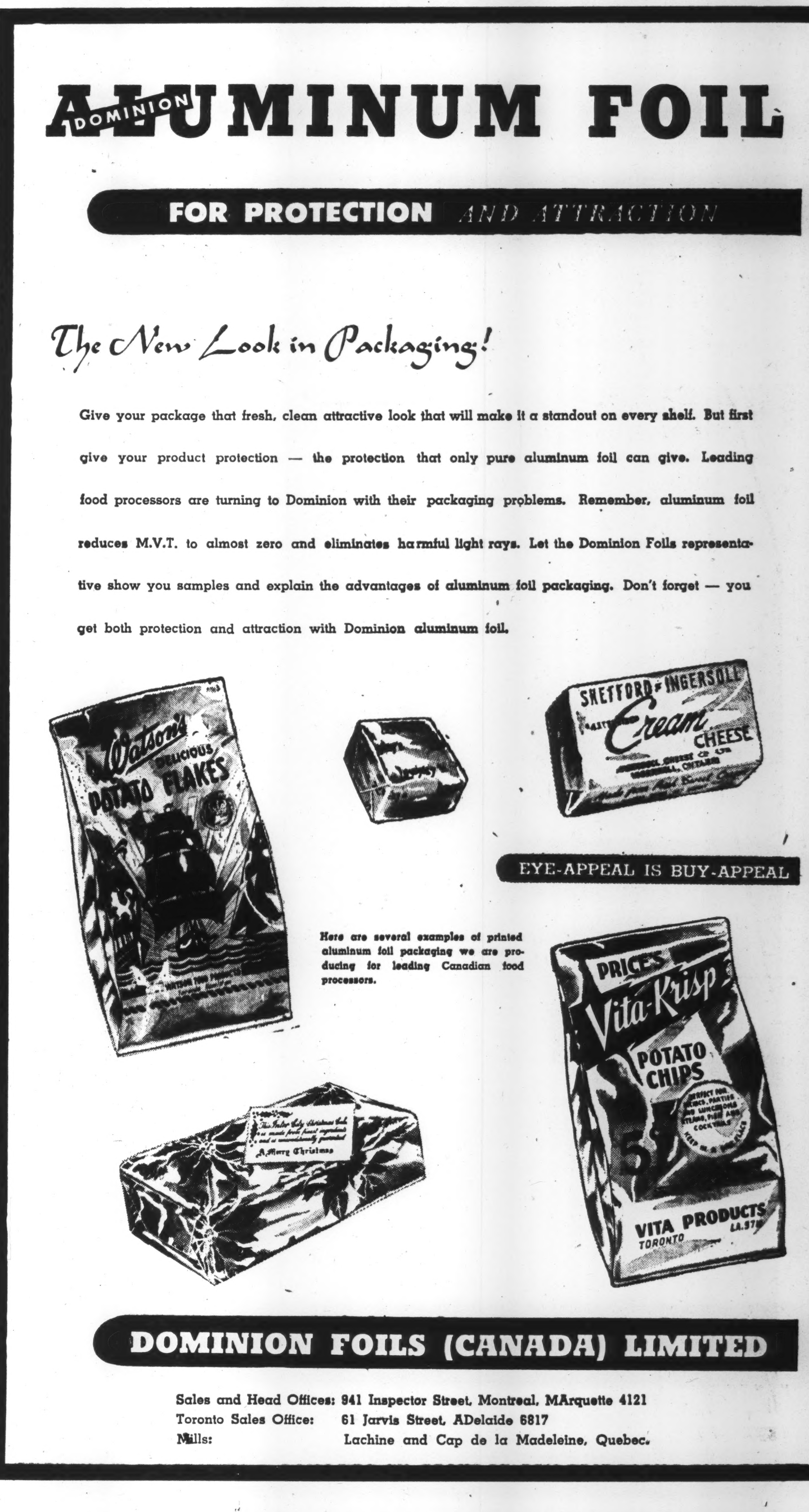
Silverwood's DeLuxe ice cream

S 120

A sign that has stood for high standards for 78 years

For more than three quarters of a century the famous 57 symbol has been a mark of quality and dependability throughout the world. Owing to wartime restrictions and their continuance until very recently many Heinz products have been scarce in Canada, but by the new year it is expected that varieties missed for a long time will be widely distributed again.

HEINZ 57 Varieties


Watson's Delicious Potato Flakes
Shefford & Ingersoll Cream Cheese
A Merry Christmas
Price's Vita-Krisp Potato Chips
Vita Products Toronto
5¢

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Give your package that fresh, clean attractive look that will make it a standout on every shelf. But first give your product protection — the protection that only pure aluminum foil can give. Leading food processors are turning to Dominion with their packaging problems. Remember, aluminum foil reduces M.V.T. to almost zero and eliminates harmful light rays. Let the Dominion Foils representative show you samples and explain the advantages of aluminum foil packaging. Don't forget — you get both protection and attraction with Dominion aluminum foil.

EYE-APPEAL IS BUY-APPEAL

Here are several examples of printed aluminum foil packaging we are producing for leading Canadian food processors.

DOMINION FOILS (CANADA) LIMITED

Sales and Head Offices: 941 Inspector Street, Montreal, MArquette 4121
Toronto Sales Office: 61 Jarvis Street, ADelaide 6817
Mills: Lachine and Cap de la Madeleine, Quebec.

Flour Mills Top All Production Records; Higher Prices Take Care of Extra Costs

Canadian milling companies topped all previous records in wheat flour production in the 1946-47 crop year. Output totalled 28,518,602 barrels (26,435,341 in 1945-46). Total wheat milled for flour was 127,484,924 bushels (117,609,336).

In August, the first month of the present crop year, this production level was virtually maintained; 2,158,627 barrels, against 2,164,145 in August, 1946. Exports in August were 1,997,008 barrels, highest for any month since July 1941.

Milling capacity in Canada at present is approximately 92,500 barrels per 24-hour day. To achieve the August production, mills operated at 86.5% of capacity while in July they operated on a 91.1% of capacity basis. The August figures are on the basis of a 27-day month. Over a period of years, August has ceased to be a low production month; and in the last four crop years, its production has gone over the two-million barrel mark.

A large percentage of Canadian flour is still being exported to United Kingdom.

Prices of all types of grain flour increased this fall, following price decontrol and removal of government subsidies. Rye, which was in short supply, experienced the greatest price boost. This was the only grain on the open market during the war, and the price was boosted by foreign demand.

Wheat flour prices were increased $4.05 per 196 lb. barrel roughly or from 90% to 100% depending on the grade. At the time of decontrol, prices were around $3.90 to $4.50 a barrel. Millfeeds also went up 33 1/3% to 36%, from prices of around $28 to $30 a ton.

Millers do not expect any extra profit from these increases. Extra revenue will just about take care of the extra cost which include those for bags and labor, they say. On the basis of 4½ bushels of wheat to one 196 lb. barrel of flour, the increased cost in the removal of subsidy is equal to $3.67 a barrel of flour. Less than 74 lb. of millfeeds would be derived from the 4½ bushels. Wheat will cost the millers $1.58½ a bushel now as against 77⅝c. a bushel under subsidy payments.

Copeland Flour

Copeland Flour Mills Ltd. operates a hard wheat flour mill at Midland, Ont. Outstanding capitalization at Aug. 31, 1945, consisted of 12,368 6% preferred shares, par $25, and 18,720 no par value common shares. Arrears of dividends on the preferred stock totalled $18.50 a share. Annual reports are not generally available for this company, as it is privately owned.

Internat. Milling

International Milling Co. produces hard-wheat flour, oatmeal, rolled oats, corn meal, poultry feeds and byproducts, and operates mills and terminal elevators in Canada and the United States. Canadian activities of the company are carried on by Robin Hood Flour Mills.

The business is largely domestic to Canada and United States but under normal conditions an export business is carried on with the United Kingdom, Norway, the Orient, West Indies, Central and South America and Africa. The company owns and operates mills with a combined daily capacity of 80,000 cwt. of flour and 2,700 cwt. of cereal. Combined storage capacity of country and terminal elevators is almost 23 million bushels. The mill at Humberstone, Ont., was built in 1940 to have a capacity of 2,000 bbls. of flour daily. Expansion of milling facilities at Detroit and Humberstone, Ont., is under way, and plans have been drawn up for a new flour mill and grain storage facilities in Cleveland, O.

Consolidated net profit for the fiscal year ended Aug. 31, 1946, after crediting $508,563 due to reduction discount on Canadian funds, and other tax and reserve adjustments, was $3,462,740 ($2,845,501 in the previous fiscal year).

Lake of Woods

Lake of the Woods Milling Co. mills are located at Brantford, Medicine Hat, Portage La Prairie, with two at Keewatin. Combined capacity is approximately 15,000 bbls. per day. The company operates 110 grain elevators throughout Canada, with a combined storage capacity in excess of 3,500,000 bushels.

The company also owns extensive water power rights on the watershed between Lake of the Woods and the Winnipeg River, developed power from which is sufficient to operate the two 5,000-barrel flour mills at Keewatin.

The company is engaged in the milling of flour and commercial needs. The company's chief brand of flour as well as the cereal, oats, cracked wheat and granules are all marketed under the trade name "Five Roses." A chain of bakeries is operated in Eastern Canada.

Export business of the company in the year ended Aug. 31, 1946, was again extremely heavy, entailing maximum production throughout the year. Domestic business was satisfactory.

Net operating profit for the year ended Aug. 31, 1946, totalled $1,203,075, compared with $1,000,670 in 1945. Net profit increased to $622,386 in 1945-46 from $389,527 in 1944-45, after providing for total income tax of $442,218 and $393,000 respectively.

McCarthy Milling

McCarthy Milling Co., produces hard spring wheat flour (under brand "High Loaf" and "Cavalier"), Ontario winter wheat flour (under brand "Planet") mill feeds and commercial feeds.

The plant near Streetsville, Ont., consists of fully integrated units for milling of flour and processing of commercial feeds with 80,000 bushels capacity grain storage tanks. Mill capacity is 550 barrels of flour and 60 tons of feed a day with equipment being installed to increase this to 750 barrels of flour a day, it was stated in 1946. An extension to the feed mill will be undertaken as soon as materials and equipment are available, President J. J. Page stated in the annual report for 1946.

Outstanding capitalization consists of 26,060 Class A 55c cumulative preferred shares and 26,060 Class B shares both no par value.

The net profit amounted to $25,594 for the year ending Dec. 31, 1946 ($24,532 including refundable E.P.T. of $600 for 1945).

Maple Leaf Milling

Maple Leaf Milling Co. is engaged directly and indirectly in the business of handling grain, the manufacture and distribution of flour, cereals, stock and poultry feeds and the operation of bakeries.

The company has three operating flour mills with a total capacity of over 17,000 barrels per day located in Port Colborne (13,000 barrels daily), West Toronto (2,600 barrels daily), and Medicine Hat, Alta. (capacity 1,700 barrels daily). A $2 million grain elevator is operated in conjunction with the Port Colborne mill. A cereal plant is operated at West Toronto.

The company also owns and operates a feed mill with a monthly output of some 5,000 tons at Port Colborne, a new feed plant which was built there in the past season with a capacity of 400 tons a day, and operates a feed plant with a capacity of 300 tons daily on the Lachine Canal, Montreal. It operates two country elevators in Western Canada and a cotton and jute bag manufacturing plant at Port Colborne known as the Ontario Bag Co.

This summer contracts were awarded for $1 million program for modernization of the West Toronto plant, construction of additional warehouse facilities and erection of a new research building. Work is expected to be completed within a year. It also has a $250,000 program for modernizing its feed plant at Montreal.

Net profit was $663,809, excluding $19,000 refundable E.P.T. ($492,920 excluding $79,000 in the previous fiscal year) for the year ended July 31, 1946.

Ogilvie Flour

Ogilvie Flour Mills Co. operates seven mills, manufacturing flour, feed, meal, cereals, foods manufactured from grain or cereals, and byproducts. Two mills operate in Montreal, two in Winnipeg and one each in Fort William, Medicine Hat and Edmonton; combined daily capacity, 50,000 bags of flour, feeds and cereals. The company also owns eight terminal elevators and 148 country elevators in the West; total storage capacity approximately nine million bushels of wheat. It also owns a number of warehouses; total storage capacity 450,000 barrels of flour.

In October, 1946, a new feed mill was in course of construction at Edmonton and improvements and alterations were being undertaken at the various plants of the company.

In May, 1947, a 2,200-barrel-a-day mill and 1.5 million bushel grain elevator was approved by Humberstone Township voters, who granted the company a fixed assessment of $150,000 for 10 years. Final plans for this construction will not be ready for about a year, officials state. The new mill to be built at Ramey's Bend on the Welland Canal may employ up to 100 men, it is believed.

Viobin Co., controlled by Ogilvie Flour Mills, has purchased a three-acre site in St. Thomas, Ont., where a new office building and small warehouse will be erected. Viobin manufactures wheat germ oil, fish oil, etc. Industrial Grain Products, London, Ont., associated with Ogilvie Flour, has bought an adjoining warehouse as extension to its plant making processed cereal products, wheat, starch and gluten products, such as thin boiling starches, dextrines, dextrodes, glucose sizings.

Sales of all company products, domestic and export combined, reached a new peak figure during 1945-46 fiscal year. Wheat and coarse grain handlings through country and terminal elevators were considerably reduced, owing to smaller crops. Net profit was $1,138,362 in 1945-46; earnings per share were $56.92 excluding, and $57.85 including, refundable excess profits tax.

Purity Flour

Purity Flour Mills Ltd. owns and operates, directly, and indirectly through subsidiaries, mills producing flour, cereals, poultry foods, and salt, marketed under various trade names; and owns warehouses at principal points in Canada.

Flour mills and grain elevators are owned at Goderich, Ont., Winnipeg, Man., Calgary, Alta. and a rolled oats and oatmeal mill at Calgary. Total daily capacity is 10,000 barrels of flour and 500 barrels of rolled oats. The company also operates a salt plant at Goderich, Ont. Feed mills are located at Montreal, Goderich, Toronto, Ottawa, Winnipeg and New Westminster.

Sales again established new high levels during the fiscal year ending July 31, 1947 President D. I. Walker states in the annual report. Continuous maintenance and improvement of the plants and equipment made possible the continuing high level of production, he added.

Net profit for the year was $460,971 ($173,310 excluding $26,000 refundable E.P.T. for the previous fiscal year). This was equivalent to $12.41 a preferred share and to $1.97 a common share.

Outstanding capitalization at July 31, 1947 consisted of 37,123 preferred shares par $40 and entitled to a cumulative dividend at $2.50 to July 31, 1948 and $3.50 thereafter; and 183,000 common shares, par $10.

Renown Mills

Renown Mills Ltd., Calgary Alta., was formed in 1946 and acquired the 2,500 barrel flour mill of Spillers Ltd., (an English company). This mill had been closed in 1933 because of the curtailment of Canadian milling operations.

Financing was partly arranged through the Industrial Development Bank. Negotiations between the British owners and the Canadian interests were brought to a successful conclusion due in part to the help of the Canadian Department of Trade & Commerce.

Capitalization outstanding at May 31, 1947 consisted of 25,000 no par value common shares. In addition there was a mortgage payable of $450,000.

Net profit for the period May 15, 1946 to May 31, 1947 was $786,116. During the year the company paid the balance owing on the purchase cost of its properties and retired all its preference shares outstanding, leaving $456,860 as working funds at the close of the year.

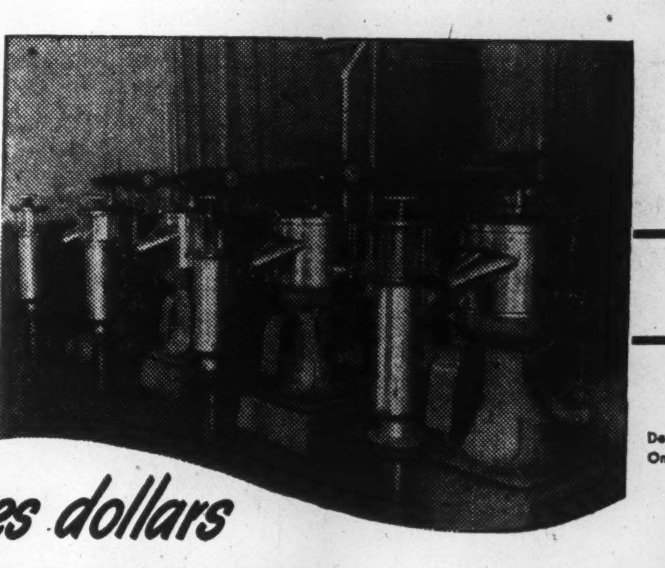
St. Lawrence Flour

St. Lawrence Flour Mills Co. operates a flour and feed mill, and deals in grain seeds and other agricultural products. The principal domestic markets for the products of the company are in the Maritime Provinces and Quebec; and export business is also carried on.

St. Lawrence Flour has a capacity of 2,700 barrels a day. The company has warehouse capacity for 100,000 bags and elevator capacity for 275,000 bushels of wheat. In May, 1943, it was announced that the company had purchased Maritime mills of Saint John, N.B. During 1945-46 a new feed mill was erected in Montreal and additional storage facilities provided in Montreal and Quebec. The total cost of the extension was approximately $350,000. The new feed mill with capacity of 150 tons per day was in operation in August, 1946.

Company's operating profit for the 1945-46 fiscal year increased to $388,670 from $294,554 in 1944-45. Income from investments rose from $8,787 in 1944-45 to $31,717 in 1945-46.

Net profit for 1945-46 was $158,172, an increase of $27,164 over the previous year. Earnings per share in 1945-46 were $28.58 on the preferred, and $2.50 on the common.



De Laval Installation at Ontario Paper Company Limited

$aves dollars and SPEEDS-UP production!

Yeast, used in the process of a by-product, is one commodity the Purchasing Division of the Ontario Paper Company Limited, Thorold, Ontario, doesn't have to worry about. Thanks to De Laval Yeast Separators, this company produces all the yeast it can use.

This is only one of the many examples in Canadian industry where De Laval Industrial Separators provide a means for effecting cleaner, faster continuous separation of two liquids (with a removal of solid impurities) or the continuous removal of solids from a single liquid. In addition to speeding up operations, De Laval Separators also effect material savings and generally, if not invariably, improve the product and thus add to its value.

When writing, please specify whether you are most interested in separation, clarification or concentration.

THE DE LAVAL COMPANY LIMITED
Montreal PETERBOROUGH Winnipeg
Vancouver Quebec Moncton

De Laval
CENTRIFUGAL MACHINES

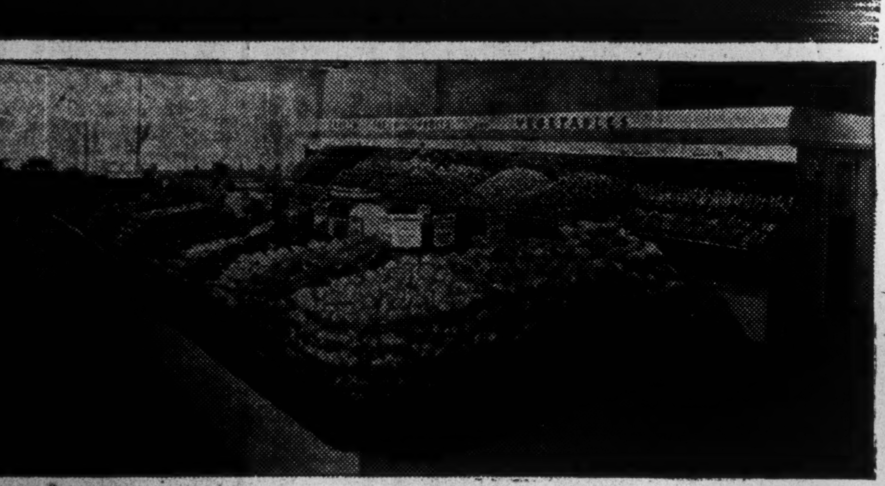
Western Grocers

(Continued from page 18)

slightly due to rising costs and expenses; consequently, a lower profit margin.

The sales and trading experience of the company's subsidiaries closely corresponds with that of the parent company in gross profit, expense and net profit. Each of the four subsidiaries earned net profits; however, their earnings have not been incorporated in the company's statement and are not represented in it, otherwise than by dividends received from the subsidiaries.

Net profits for 1946 were $610,491, up from the previous year's $348,107. Working capital at end of 1946 amounted to $2,283,000, against $2,128,367 a year earlier.



Modern Loblaw Fruit department where the finest in Fresh Fruits and Vegetables are displayed and sold at their best.

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Dairy Products counter where all dairy products and Frozen Foods are presented for sale under ideal conditions.

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Fresh and Cooked Meats sold from temperature controlled cases. Freshness retained for your protection.

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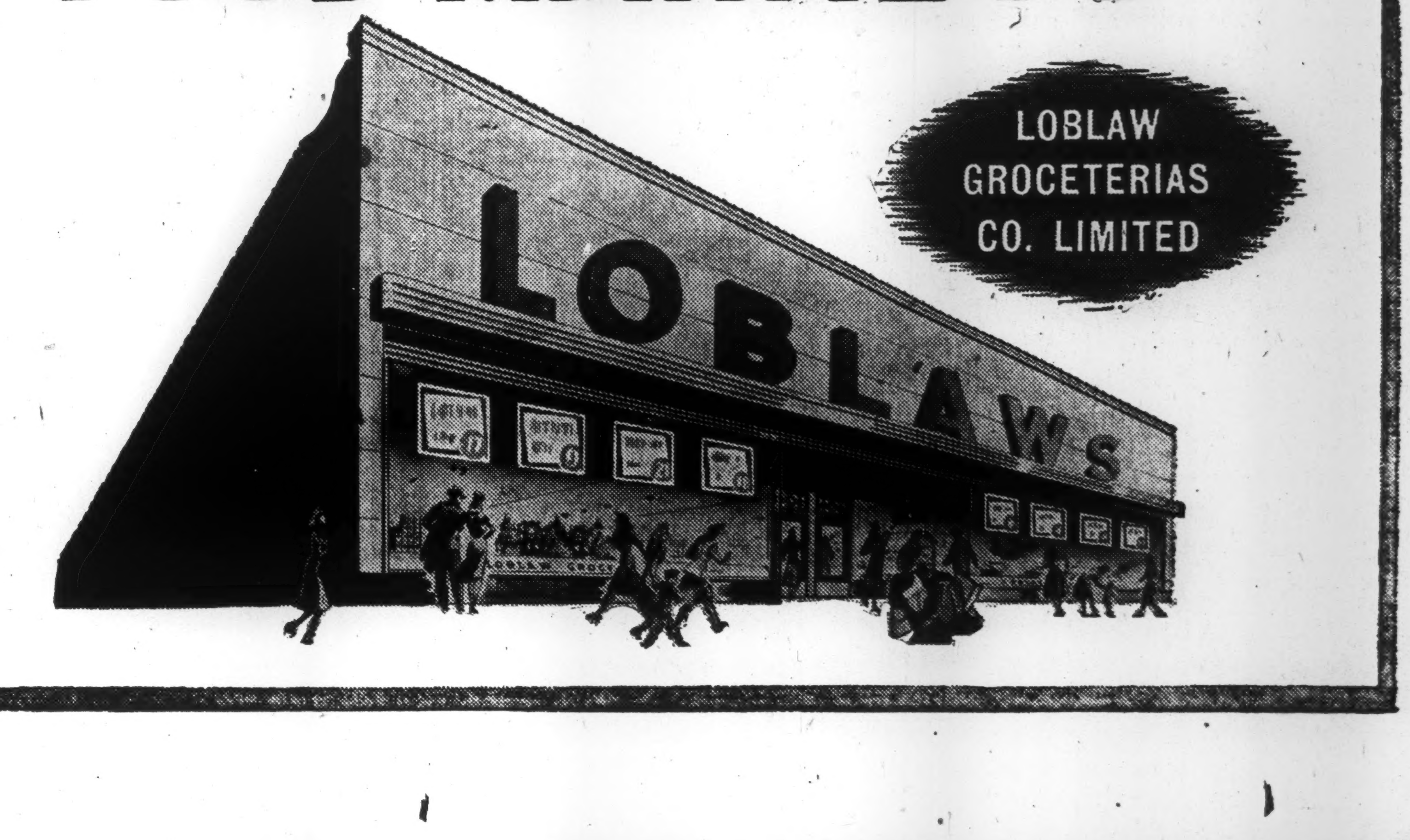

Improved Sugar Supply Bright Spot For Canadian Refineries This Year

Canadian sugar refineries are experiencing a considerably improved year in 1947, as far as raw material supplies are concerned. Under the plan for apportionment settled by the International Emergency Food Council, Canada is receiving 22% more raw sugar than in 1946.

While the supply situation is now returning to an almost normal condition, sugar refiners are experiencing a continuing period of rising costs. Cotton bags have increased in price, even before decontrol. Paper bags and containers have also gone up in price, along with other paper products. Fuel is another item for which refiners are forced to pay more.

Sugar beet growers earlier this year stated they were aiming for production of nearly 300 million pounds of domestic sugar in 1947. This year they received an increase in subsidy of 64¼c. or a total subsidy of $1.25, per 100 lb. It is stated that the cost of sugar beet production has shown a steady increase.

Acadia-Atlantic

Acadia-Atlantic Sugar Refineries, directly and through its subsidiary, Atlantic Sugar Refineries, refines raw cane sugar; produces 50 or more different grades and packages of sugar in the form of granulated, brown and icing sugar, as well as sugar syrups.

A subsidiary markets company products through wholesale outlets and chain stores, and direct to manufacturers of sweetened goods, including soft drinks. It is estimated that the company supplies 35% to 40% of total sugar consumption in the area from the Atlantic Seaboard to the eastern boundary of the Prairie Provinces.

Property of the company covers approximately 170 acres and has a water frontage of nearly 1,500 ft. with deep-water docking facilities at Woodside on Halifax's harbor. The plant has a daily capacity of 1,250,000 lb. of sugar and is operated throughout by electrical power generated by the company. In 1942, due to wartime conditions, operation of the Woodside Refinery was suspended and refining was concentrated at the Saint John plant of the company's subsidiary, which has a capacity of 1.3 million lb. a day. Resumption of operations at Woodside will depend on world conditions and on the availability of materials and labor.

Can. & Dom. Sugar

Canada & Dominion Sugar Co., refiner of cane and beet sugar, is understood to sell about 45% of the sugar used in Ontario. Brands are "Redpath" and "Dominion Crystal."

The company operates refineries in Montreal, Wallaceburg and Chatham; sales offices in Toronto, Hamilton, Kitchener, London, Windsor, North Bay and Fort William.

Improvements at the Chatham plant and a new beet dump at Thedford were to be made this year at a total cost of $250,000, as well as extensions to unloading and shipping facilities. Further machinery installations, costing over $100,000, are planned for 1948. In 1946 a total of $353,133 was spent on improvements at the Chatham and Wallaceburg plants and an additional $169,184 at the Montreal cane plant.

Reopening of the Wallaceburg refinery was announced in June, 1947, to refine an allocation of 25,000 tons of raw cane sugar, and operations started early in August. The Chatham factory will process the 1947 beet crop. At mid-1947 27,000 acres of sugar beets had been contracted. The higher sugar allocation for 1947 will increase the volume of production at the Montreal refinery and may bring combined sugar production at Chatham and Wallaceburg up to average prewar levels, it was stated.

Net profit for 1946 was $1,115,034 ($940,638 in 1945). Capitalization consisted of 1,500,000 no par value common shares outstanding at Dec. 31, 1946.

Manitoba Sugar

Manitoba Sugar Co., Winnipeg, Man., formed in 1939 with the financial aid of the provincial government, manufactures sugar, molasses and dried beet pulp from sugar beets at its Fort Garry plant. Annual capacity is 40 million lb. white granulated sugar, 7,000 tons of molasses and 9,000 tons of dried beet pulp.

Net profit after all charges in the year ended Mar. 31, 1947, was $127,084 ($81,059 in previous fiscal year).

Outstanding capital consisted of $520,000 3½% first mortgage serial bonds due July 1, 1948 to 1960 ($40,000 annually); 15,000 6% preferred shares, par $100, and 34,000 no par value common shares.

Nat. Sugar Co.

National Sugar Co. was organized in 1943 to operate a sugar beet refinery in Quebec. This plan was abandoned, however, on the ground that it could only be competitive if Government subsidies were given; and approximately $50,000 subscribed toward the project was returned. The company is still in existence, but no further plans for production have been announced.

University Building Projects Are Shelved

From Our Own Correspondent

VANCOUVER — Postponed indefinitely because of high construction costs are five University of British Columbia expansion units. Construction of UBC's applied science building will continue until a $750,000 allocation is exhausted. An $800,000 physics unit and $755,000 library wing are due ready next summer and fall. But other units—including a $500,000 biology-pharmacy building, women's residence, home management house, home economics unit and arts building—are on the shelf.

"Take Home a brick of Silverwood's Deluxe Ice Cream"

Make your own delicious DESSERT with . . .

Silverwood's DeLuxe ice cream

S 121

Silverwood's DeLuxe ICE CREAM

YOUR GUARANTEE OF QUALITY Sea-Seald TRADE MARK REG'D

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- of DEEP-SEA FLAVOUR . . .

Because we are closest to the world's finest deep-sea fishing grounds and have large fleets of steam trawlers and Diesel-engined schooners to fish in all seasons for the choicest cod, haddock, sole, halibut, scallops, herring, mackerel and other sea delicacies.

- of DEEP-SEA FRESHNESS . . .

Because we have ample facilities to fillet these cargoes of fish at the water's edge as fast as they arrive . . . and then, by using the latest quick-freezing methods, to maintain their delicious flavour and freshness to your table—whether you live in Montreal, Toronto, Winnipeg or Vancouver.

Therefore when you buy fish you should ask for SEA-SEALD, the trade-mark of "The King Fishers of Canada" — and your guarantee of quality.

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Division of National Sea Products Ltd.

HALIFAX, NOVA SCOTIA

The King Fishers of Canada

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LIMITED
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PERHAPS WE CAN HELP YOU.
We have experience, capacity and equipment to render you a complete packaging service on powders, pastes or liquids. Let us quote on any or all of the following functions:

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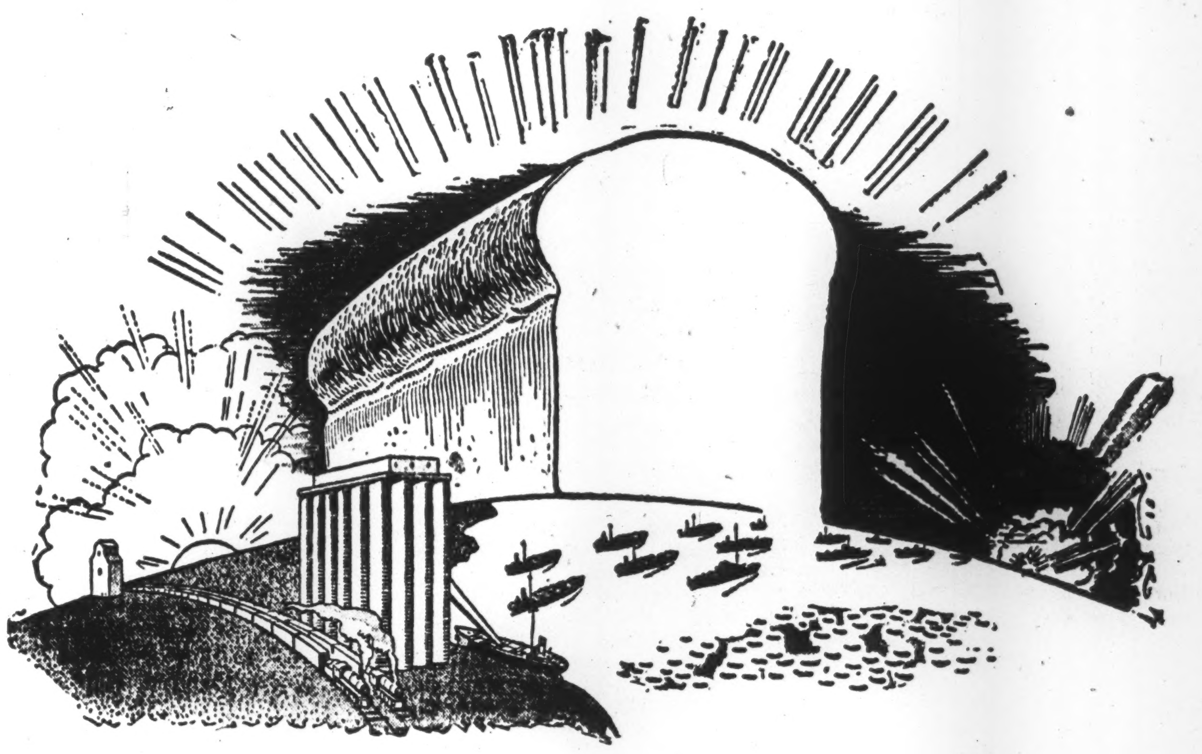

Sustaining the Nation's Health and Wealth

Canada's milling industry, all-out in its production efforts, continues as an indispensable factor in the nation's economic stability – affecting the farmer in the purchase of wheat, the consumer in the providing of quality products, all Canada in the purchasing power the industry sustains.

With the larger share of its exportable surplus now directed to the United Kingdom market, the industry is glad of its contribution to the health and welfare of "that dauntless isle" – Canada's best peace time market.

The industry in its personnel, its modernized efficiency and maintained quality of products is proud to fulfill the obligations placed upon it.

The
Canadian National Millers Association

Lake of the Woods Milling Co. Limited
Lakeside Milling Co. Limited
Maple Leaf Milling Co. Limited
McDonald & Robb Limited
Ogilvie Flour Mills Co. Limited

Purity Flour Mills Limited
Quaker Oats Company of Canada Limited
Robin Hood Flour Mills Limited
St. Lawrence Flour Mills Co. Limited

MARVENS
PURE MARMA
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Critical Cocoa Supply Situation Is Bottleneck for Miscellaneous Foods

Production difficulties in the miscellaneous foods industry are being gradually ironed out. Sugar a big bottleneck since early in the war, eased considerably during 1947. Sugar rationing of industrial users, including the baking, biscuit and candy industries, has been based on the amount of sugar used in the 1941 base period and has fluctuated from time to time. The ration for the second quarter of 1947 was set at 90% for bakers, 85% for biscuit manufacturers and 80% for candy makers. On July 1, 1947, a further increase came into effect.

With decontrol of flour and elimination of government subsidies, the cost of flour for bakers, cake makers, etc., has increased. Cocoa is probably the chief raw material item in which the supply situation remains critical. With increased costs from almost all supply quarters, manufacturers have been forced to increase prices to some extent.

Canada Tea

Canada Tea is an Ontario company dealing in tea, coffee and spices, with head office in Toronto and subsidiaries in Toronto, Hamilton, Brantford, Peterborough and London.

Sales for the current year are still showing their increasing trend and are running about 35% ahead of 1946, a company official informs The Financial Post. As of May 31, 1947, current assets were $218,574 and capital assets, less depreciation, stood at $41,714; total liabilities were $14,425. During the year $8 a share dividends were paid on the outstanding preferred stock.

Blue Ribbon Corp.

Blue Ribbon Corp. is a holding company which, through its subsidiaries, is engaged in the manufacture and distribution of baking powders, spices, jelly powders, peanut butter, extracts, cereals and chocolates, and is an importer and packer of tea, coffee, cocoa, etc.

Net profit for the year ended June 30, 1947, was off 8.9%. During the year the Government discontinued bulk purchasing of most of the company's commodities, and the company is now back on a private buying basis after many years of control.

During the year the company sold its interest in Willards Chocolates for $1,051,615. This enabled it to retire all its bonded indebtedness amounting to $700,000. The sale will help to provide needed equipment and machinery to help modernize plants of two subsidiaries, it was reported.

Canada Starch

Canada Starch Co. manufactures corn starch, corn syrup and salad and cooking oil. It also produces glucose, for confectionery use, and dextrine, which is used as an adhesive and a sizing material. It also produces many other special bulk products, which are sold to paper mills, textile mills, tanneries, explosive manufacturers and steel foundries. The company's chief by-product is "Edwardsburg Gluten Feed," a cattle feed. Production was reduced in 1944-45-46 due to the shortage of corn in both the United States and Canada.

Proprietary products include Benson's and Canada Corn Starch, Crown Brand and Lily White Corn Syrup, Silver Gloss and Linit Laundry Starch, and Mazola Salad and Cooking Oil. The company is a consolidation of the Edwardsburg Starch Co. the Brantford Starch Works, and the Imperial Starch Co. The company's plant is at Cardinal, Ont., and includes a corn oil refinery for the production of salad and cooking oil. A plant at Fort William, Ont., idle for many years, was sold in 1943.

Operations during 1946 were greatly curtailed due to the impossibility of obtaining adequate supplies of corn, the scarcity being caused by a partial corn crop failure in Canada, reduced exports from United States and refusal by the Argentine Government for several months to grant export permits for corn that the company had under contract.

Capacity operations were expected throughout 1947, G. F. Benson, Jr., president, stated in the annual report. Indications are that the company will be able to obtain adequate supplies of corn, and the demand [illegible] the company's products is excellent, he stated.

Catelli

Catelli Food Products manufactures, under its established trade marks, alimentary pastes known as macaroni, vermicelli, noodles and fancy pastes. The company also manufactures canned foods.

Plants of the company are located at Montreal, Winnipeg, Lethbridge, and Vancouver. Manufacturing operations for Quebec and Ontario are centralized in a new plant at Montreal which replaced two plants previously operated in Montreal. The new plant was occupied in May, 1940, and installation of new machinery completed in 1941. A plant formerly operated by the company at St. Catharines, Ont., has been sold; a plant at Three Rivers, Que., has been closed down for a number of years. Export business carried on through an agency in London, Eng., had to be practically discontinued in 1941 due to war conditions.

The company organization is in two divisions, the macaroni division in Montreal, Winnipeg, Lethbridge and Vancouver, and the canning division at Montreal and Vancouver.

Retained net profit for the year ended Nov. 30, 1946, was $194,951. Net profit in 1944-45 after total taxes amounted to $80,636. Earnings per share on the preferred stock in 1945-46 were $5.08 excluding, and $5.22 including refundable portion of excess profit taxes. Common share earnings on the same basis were $3.60 and $3.74 per share. A bonus of 25c. per share on the common stock was paid Jan. 17, 1947, in addition to dividends totalling 70c. per share paid during the 1945-46 fiscal year.

Can. Food Prod.

Canadian Food Products operates as a holding and operating company. Through subsidiaries the company operates cafeterias in industrial plants, camps, schools, etc., bakery and retail stores in Toronto, cafeterias in Toronto candy and bakery plants and retail shops in Western and Eastern Canada. There have been several additions to properties in the last year. Sales for the 36-week period ending July 12, 1947 were $10,272,529, up from $7,667,336 in the corresponding 1946 period. Net profits for the period amounted to $348,856 ($289,350). Branch expansion plans at present under way call for a new Muirheads Cafeteria, a Woman's Bakery, a Picardy Ltd. outlets, all on the main floor of the new office building under construction on Richmond St., Toronto; other new Woman's Bakery and Picardy outlets, along with additional Honey Dew Tearooms, will be accommodated in a remodelled building near Queen and Yonge Sts., Toronto. Extensive renovation at the Adelaide St. Muirheads will result in an ultramodern cafeteria.

Suchard Canada Ltd. was incorporated in June of this year to manufacture and place on the Canadian market high quality chocolate products of the Chocolate Suchard S. A., Neuchatel, Switzerland. Canadian Food Products plans spending $600,000 on new machinery, buildings, equipment, etc., in the manufacture of the high grade chocolate lines.

Canada Vinegars

Canada Vinegars Ltd. manufactures vinegar and apple products in Canada directly and through subsidiaries. The company owns nine plants located in Toronto, Norwich, Montreal, Que., Canning, N.S., Winnipeg, Calgary, Edmonton and Vancouver. Last year the company sold property in Regina, Kingston and Hamilton, with the plant of the latter leased as a warehouse.

Sales for the fiscal year ending Nov. 30, 1946 greatly exceeded those of the previous fiscal year; net profit increased to $92,213 from the previous year's $83,249. Production of apple juice, discontinued in 1945 because of failure of the apple crop, was resumed; and the company's apple juice, marketed under the trade name of Allen's Apple Juice, will be offered again this season.

Installation of new plant equipment to increase production

(Continued on page 24)

CLUB HOUSE
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SALMON . . . British Columbia's GOLD FISH

THIS picture of a miner washing a salmon in his gold pan is our artist's idea of the value of British Columbia's salmon industry.

In truth, the B.C. salmon is a gold fish. Actually it has brought more dollars to British Columbia than the mineral ever did.

Even before the turn of the century, enterprising men were marketing B.C. salmon in hand-made, hand-filled cans.

But, between 1910 and 1941, the dollar volume of the British Columbia salmon pack increased many times over. And among leading factors in the growth of British Columbia's salmon industry were contributions by American Can Company.

In 1912 American Can Company established a factory in Vancouver, which has since grown to four times its original size with production ten-fold greater.

Constant co-operation between American Can Company and individual packers resulted in improved can-filling and can-closing machinery, faster packing and a superior product.

Here is another dramatic demonstration that *those who do business with Canco profit*.

Canco customers have at their disposal not only creative research but also mechanical know-how in every phase of the container business.

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Here is an instance of the fact that there is a National System designed for every type and kind of business, *including yours.* Contact your local National representative or write The National Cash Register Company of Canada Limited, Toronto, Canada. Offices in principal cities.

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Vegetable Pack, Part of Fruit Down But Carryovers Will Help Ease Supplies

Due partly to early frosts, this year's vegetable pack and part of the fruit pack is expected to be down from last year. Good carryovers from last year are expected to help the supply situation for consumers.

Indications now are that the tomato pack may be only around one million cases, down substantially from last year's 1,680,000 cases. In addition to early frosts, a blight hit the tomato crop. The supply of catsup, however, will be good as a poorer grade tomato is used here.

The corn pack is expected to be down about one quarter again due to early frost. The pea pack will be down about 25% but there is said a large carryover of lower grade types while this year's crop was largely the quality types so that the supply situation will not be too critical.

Jam manufacturers are waiting for extra sugar but it is expected that their pack will be good.

The apple crop, estimated at 15,621,000 bushels at the end of September by the Dominion Bureau of Statistics, is 19% smaller than the record harvest last year of 19,282,000 bushels. It is, however, 16% greater than the ten-year 1936-45 average of 13,418,000 bushels. Compared with last year N. S. is estimated 40% down and B. C. 23% lower, but Quebec 43% higher and Ontario up 29%.

Pear prospects indicate a 5% increase this year to 965,000 bushels. Production of plums and prunes is set at 732,000 bushels as compared with 811,000 bushels a year ago. A sharp decline in the anticipated peach harvest as a result of unfavorable conditions (oriental peach moth and brown rot) in Ontario brings the current estimate to 1,728,000 bushels as compared with 2,145,000 bushels for 1946.

The anticipated harvest of grapes, bulk of which comes from Ontario, is estimated at 74,223,000 bushels or 10% above last year's 67,321,000 bushels.

Canadian meat packers are currently concerned over the trend of hog marketings. Bacon is one food product that Canada can produce in competition with the world. But between 1944 and 1946 inspected hog marketings were cut in half. J. S. McLean, president of Canada Packers Ltd. has stated "Only by increasing and maintaining hog production can Canada make her agriculture safe."

Hog inspected slaughterings from Jan. 1 to Oct. 16, 1947, were 2,993,291, or down 6.2% from the comparable figure of 3,192,542 for 1946. Slaughterings in Eastern Canada are up 13.5% but in Western Canada they are down 26.3%.

Beef cattle slaughterings in the same period are down 27.4% (865,751 against 1,192,487). Again Western Canada shows a big drop, being down 34.6%. Eastern Canada is also down but only 15.2%.

Slaughterings of sheep and lambs of 4[illegible]916 in the above period are down 42.2%, from last year's comparable figure of 843,063.

B. C. Packers

British Columbia Packers, Ltd., Vancouver, B.C., is engaged in the production and canning of salmon, pilchards, herring, fish, clams and oysters, and the manufacture of fish meal and fish oils and "Pet" dog food. In 1939 the company re-established itself in the fresh, frozen and cured fish industry through the purchase of the firm of Edmunds & Walker Ltd.

The company maintains extensive fishing operations for salmon, pilchard and herring using its own fleet of over 200 power boats in addition to a large number of chartered boats. At the peak of the season, employment is given to some 4,500 persons.

An extensive export business is carried on, products being marketed in 25 countries, the chief of which are the United Kingdom, Australia, New Zealand and British South Africa. The company's specialty is "Clover Leaf" brand salmon.

The company has formed a special department to develop new sundry products from present available material and to encourage new ventures.

Net sales for the fiscal year ending Apr. 30, 1947, increased to $26,524,112 from $23,547,246 in the previous fiscal year.

The net profit for 1946-47, after minority interest, totalled $644,546, an increase of 27% over net profit of $504,380 in the 1945-46 period. The contribution of the U. S. subsidiaries to the profit was greater than in the previous year.

Plant additions in 1946-47 included new cold storage and smoking facilities to the Imperial plant at Vancouver, a new warehouse and fish wharf facilities at Sunnyside plant on the Skeena River and several additions to the company's fleet. A large amount of modern machinery was also purchased.

Burns & Co.

Burns & Co., (head office Calgary, Alta.) operates a meat-packing business and also is engaged in the preparation, sale and distribution of fresh, cured and processed meats and such produce lines as butter, cheese, eggs and poultry.

The company operates chiefly in Western Canada but acquisition, early in 1941, of Burns & Co. (Eastern) Ltd., (formerly Dumarts, Ltd.) Kitchener, Ont., extended operations in Eastern Canada as it has a wide system of wholesale outlets in Ontario and the east and also export outlets in Britain.

Export offices are maintained in Liverpool and London, Eng.

The company owns or controls six packing houses located in Calgary, Edmonton, Regina, Prince Albert, Vancouver and Winnipeg. It has wholesale branches in 10 other centres. Through subsidiaries, 18 wholesale fruit depots, two dairies and 13 ice cream and milk manufacturing and distributing plants are operated in Northern Ontario, Manitoba, Saskatchewan, Alberta and B. C.

The company's sales were $67,543,259 in 1946, a drop of 17% from 1945 but the over-all sales of the company and its subsidiaries were down only 5½% at $110,454,633. Sales for the first six months of 1947 were about the same as for the similar 1946 period, Mr. Dinning has stated. The company hopes sales for the year will be about the same as in 1946.

The net profit of $472,269 for the fiscal year ended Jan. 1, 1947, was up [illegible]. Packinghouse operations contributed $234,308 to net profit while additional income, including dividends and returns on other investments totalled $237,960.

Capitalization of Burns & Co., outstanding at Jan. 1, 1947, consisted of $3,550,000 of its own first mortgage bonds, $1,757,000 bonds of its subsidiary companies, 33,584½ Class A shares and 109,559 Class B shares all of no par value.

Connors Bros.

Connors Bros., established about 1897, was incorporated in 1923. It is one of the Dominion's largest canners of sardines. Plants are situated at Black's Harbor, N.B., a year-round port on the Atlantic. The harbor is adjacent to Passamaquoddy Bay, from which factories in Canada and United States get the bulk of their sardine supply. The company operates a large fleet of motor boats.

The company has expanded its operation to take advantage of large herring runs off the west coast of Newfoundland, where a new plant is located. The company places a large part of its output in the export market, selling to such countries as New Zealand, South Africa, Australia and many others.

Canadian Canners

Canadian Canners Ltd., Hamilton, is engaged in the canning of fruits, vegetables, jams, jellies, catsups, meats, soups, etc., which are sold under the trade name of "Aylmer." It is the largest organization of its kind in the British Empire.

The company owns 74 canning factories in Ontario, three in Quebec, eight in British Columbia and one in Nova Scotia; owns and operates farms in nine Ontario counties; operates a research laboratory at Hamilton; machine shops at Aylmer and Simcoe and a cider and vinegar plant at Brighton, Ont. Boxes for use in the factories and seeds for the farms are supplied by subsidiary companies.

Net earnings of $4,701,486 for the fiscal year ending Feb. 28, 1947, were up 29% from the comparable figure of $3,645,013 for the previous fiscal year. After charges and taxes, the net profit of $1,678,038 is substantially higher than retained net profit of $980,894 for the previous year which excluded $225,000 refundable EPT.

Operations for the year ending Feb. 28, 1948, will be satisfactory although the pack this year will not be up to normal and will be well below last season's record crop, it is stated.

New plants are being constructed at Dresden, Amherstburg and Foxboro. While actual construction was not completed the new plants are in operation. The Dresden plant is producing tomato products while the Amherstburg and Foxboro units are engaged in the production of catsup and canned corn respectively.

Capitalization at Sept. 26, 1947, consisted of 190,559 shares of 5% first convertible participating preferred, 303,758 shares of convertible participating second preferred and 189,028 no par value common shares.

Canada Packers

Canada Packers Ltd. produces a full line of packinghouse products including ham, bacon and other pork products, beef, mutton, veal and byproducts, also pure lard, shortening, canned meats and soups, cooked and jellied meats, fresh and smoked sausages, butter, eggs, cheese, wool, soap flakes, refined oil, fertilizer and poultry foods. The leading brand of the company is "Maple Leaf."

In 1940 the company installed equipment at its Brantford, Ont., plant for quick-freezing fruits and vegetables under the trade name of "York Frosted Foods."

Packing plants are located at Toronto and Peterborough, Ont., Montreal and Hull, Que., Winnipeg, Man., Edmonton, Alta., and Vancouver, B.C., and Chicago, Ill. In addition it has eight distributing branches in Ontario, three in Quebec, one in New Brunswick, two in Nova Scotia, one in Prince Edward Island, four in Saskatchewan, one in British Columbia, two in Newfoundland and one in New York City; nine creameries and poultry stations in Ontario; four canneries in Ontario and fertilizer plants in Toronto, Montreal and Saint John, N.B.

Total dollar sales were $204,068,650 in the fiscal year ending Mar. 27, 1947 ($208,997,520 in the previous fiscal year). The net profit for the year of $2,059,644 ($1,816,781) was up 13.4% despite the 2.4% decrease in dollar sales and a decrease in tonnage marketed of 10%.

Capitalization at Mar. 27, 1947, consisted of 400,000 no par value class A shares and 800 000 no par value Class B shares.

Essex Packers

Essex Packers Ltd., Hamilton, Ont., was incorporated May 15, 1946, as a consolidation of three established meat processing businesses — Essex Packing Co., Windsor, Ont., Merritton-Essex Packing Co., Merritton, Ont., and Sales Packing Co., Woodstock, Ont.

Issued capitalization consists of 10,000 5% first preference shares, par $50; 4,000 5% noncumulative second preference shares, par $50; and 100,000 no par value common shares.

Net profit from May 15, 1946, to Mar. 31, 1947, was $38,143 after depreciation and taxes.

Nat. Sea Products

National Sea Products in 1945 acquired all operating assets of 18 companies formerly operating in Nova Scotia, Quebec and Ontario, and also the complete or majority control of six other companies. These assets are said to constitute the largest grouping of operating facilities in the Canadian Atlantic fishing industry. They handled approximately 100 million lb. of fish a year, since 1942, while annual sales during the same period aggregated $1,010 millions.

The company produces, processes and markets fresh, frozen, smoked and pickled fish and fish fillets, fish meal, medicinal cod liver oil, poultry cod liver oil, and glue. It owns and controls four steam trawlers, two Diesel-driven wooden trawlers and more than 400 shares in 15 modern-powered fishing vessels. All trawlers and fishing vessels are equipped with ship-to-shore telephones and other modern equipment. The company markets its products under well-known trade names in the United States, Canada, Great Britain, the West Indies, and in some parts of Europe and South America.

Capitalization consists of $2.5 millions outstanding first mortgage and collateral trust bonds; $1 million of 5% general mortgage sinking fund bonds, 750,000 shares of 5% preference stock, par value $100 and 250,000 shares of n.p.v. common.

Raymond

Alphonse Raymond Ltd. is a large Montreal manufacturer and canner of jam, marmalades, pickles, relish, gherkins, onions, ketchups, mayonnaise, salad dressings, prepared mustards, sandwich spreads, table syrup, canned tomatoes, tomato juice, yellow wax beans, pork and beans, carrots, beets, mixed vegetables, tomato puree, peaches, pears and cherries. The company also operates farms at St. Rose and St. Bruno, Quebec.

This year the company sold a new issue of $450,000 2¾%, 3½% and 4% serial bonds due 1950-67. Part of the proceeds were for redemption of $325,000 outstanding 4% ond 4½% serials due on Sept. 1, 1947.

Balance of the proceeds will be used to complete the first part of the company's expansion and construction program: a new boiler and refrigeration plant and additional storage facilities, expected to be completed by this fall and to cost approximately $200,000.

Part two of the expansion will likely get under way late next winter or early spring. This will entail construction of additional plant and manufacturing facilities, at an estimated cost of $300,000. When the entire program is finished, all manufacturing will be moved out of the company's old plant, into the new extension.

Tip Top Canners

Tip-Top Canners Ltd., Greensville, Ont., is engaged in the processing of canned fruits, vegetables and jams under the brands "Tip-Top" and "Pride of the Valley." It was incorporated under the Ontario Companies Act in 1928 and acquired the businesses of Hyslop & Sons and Otterville Canners.

Factories are at Burlington, Greensville and Otterville, Ont.

Capitalization consists of 50,000 authorized no par value Class A shares and 50,000 authorized no par value Class B shares of which 23,366 shares of each class are issued. Public participation in the company was invited last November with the offering of 20,000 of the 50c cumulative preferential Class A shares at $10 a share.

Net profit for the year ending April 30, 1947, was $50,292 as compared with $15,492 for the previous fiscal year.

Wilsil Ltd.

Wilsil Ltd. produces a full line of packing house products, including beef, mutton, veal, ham and bacon and other pork products, as well as byproducts. Other lines include butter, eggs, cheese, pure lard, shortening, etc.

Sales of the company's products centre around the metropolitan area of Montreal and extend throughout Quebec, the Maritime Provinces and Great Britain, with a smaller business effected in Ontario.

The plant in Montreal has a capacity of 1,000 hogs, 400 cattle and 2,000 small meat daily. The plant is contiguous to the Canadian National Railways freight terminal and the Montreal stockyards. The company's land is held under government leases, extending to the company's option to 1970-73.

Operating profit for 1946 amounted to $609,097 as compared with $558,584 for 1945. Retained net profit increased to $243,618 for 1946 from $203,237 in 1945. Earnings per share in 1946 were $1.80 against $1.50 excluding and $1.71 including refundable tax portion in 1945.

Are Fancy Cartons On Their Way Back?

Fancy containers for many foods ran riot before the war. This had to do mostly with those packed in glass. Standard type molds and standard weights disappeared. One manufacturer would present his product all dolled up in a krinkly, round, square or other type jar, to catch the eyes of the retailer and consumer.

Another would sit up nights thinking up something to counteract it. Utility in these jars was mostly forgotten although some practical ones were designed to fit the refrigerator shelving. The housewife too could use them when empty for other purposes.

When the WPTB appeared on the scene this was all changed. Foods such as sandwich spreads, mayonnaise, salad dressing, olives, peanut butter, prepared mustard, pickles, relishes, all had to be packed in plain, austere type jars, and net weights definitely fixed. This because glass supplies were running low and had to be conserved. Also because price ceilings were imposed. Jar manufacturers could cut costs with longer runs on standard containers. Thickness of the glass was reduced to not only save glass but freight as well. This made it easier for both the jar maker and the food manufacturer to hold the ceiling line.

Number of tin containers for fruits and vegetables was considerably reduced to enable can manufacturers to hold down their production costs. The WPTB had absolute power to do those things.

But with the war ended more than two years what will now happen?

Containers and Grading

It's not generally realized, but it's a fact, that Ottawa has no jurisdiction over standardizing containers unless the product is graded.

All canned fruits and vegetables are graded. So is tomato juice. They come under the Fruit and Vegetable division of the Department of Agriculture at Ottawa. So do jams, jellies and marmalades. It's known that this department is strongly in favor of restricting the number of containers as well as standard shapes and sizes. There's nothing on the horizon therefore to indicate any change.

But on mayonnaise, salad dressing, pickles, etc., it's different, because they're not sold by grade. In fact, Ottawa's hand has been forced by importations in odd shapes and sizes of some of these ungraded products from the United Kingdom and the United States. They have been arriving in fancy jars that do not conform with the WPTB rulings. Now that it has relinquished its jurisdiction over such matters there was nothing else to be done but open the door to a return on part of Canadian manufacturers to any shape or size jar they had in mind to use. This was done a couple of months ago.

Certain firms had established distinctive containers before 1940 and feel they should return to them. They maintain they serve to identify their product more readily among dealers and consumers.

Jar manufacturers may have something to say about it. They are still cramped for raw materials. Just now they don't appear to be interested so food firms are importing them from the U. S. A. There is no doubt many processors of peanut butter, mayonnaise, olives, etc., have some fancy designs tucked away ready to spring as soon as there's an abundant glass supply available. The imports may help speed action in this regard.

Divide Control of Special Foods

It's of further interest to note there's been a division of jurisdiction over these special foods. Peanut butter, prepared mustard, mayonnaise, salad dressing, and sandwich spreads have been handed over to the Department of National Health and Welfare, with olive, pickle and relish regulations still being administered by the Fruit and Vegetable division of the Department of Agriculture.

If and when grades are established for any of these products by the above two government departments, container restrictions and net weights on both domestic and imported merchandise would likely be imposed.

There were no serious complaints about the thinner glass used during the war. Breakage in transit was evidently held to a minimum and this type will probably be continued to keep down production and freight costs.

Paper Cartons for Liquids

Not so far back heavy waxed paper containers for milk, buttermilk and cream began putting in an appearance for both retail store and restaurant sale. These are provided with a metal strip across the top to seal the contents. On some there is a perforated line for slitting to open the carton. They have a round bottom for refrigerator display purposes.

This, unlike the glass bottle, is a nonreturnable container. So the cost is slight. Glass breakage has always been a problem in the sale of milk and cream, adding to costs. A number of retail food stores are developing considerable extra business in milk and cream with this carton. Uses are now widening for it. Honey, molasses, ice cream and certain other products are being offered.

A round waxed carton is also being widely used for honey, jams, mincemeat, to help hold down costs.

B.C. Electric Co. New Issue Sold For Expansion

A new issue of $10 million 3¼% Series B first mortgage bonds of British Columbia Electric Co., was sold recently by a syndicate consisting of Nesbitt, Thomson & Co. Wood, Gundy & Co., and Societe de Placements Inc. The bonds dated Oct. 1, 1947, and due Oct. 1, 1967, were offered at $100 and accrued interest to yield 3.25%.

Proceeds are to provide funds to enable the company and its subsidiaries to continue the expansion and betterment program begun in 1946 and to extend over several years.

During the remainder of 1947 and the first six months of 1948 this program involves commencement or continuation of the following major projects:

(a) First unit Bridge River including diversion dam, transmission line and power house (scheduled for operation Oct., 1948)	$ [illegible],400,000
(b) Second unit Bridge River (to be completed by summer 1949)	[illegible],200,000
(c) Completion of city and garden substation and work on other substations in Greater Vancouver area	1,300,000
(d) Transmission and distribution in Greater Vancouver area	[illegible],600,000
(e) Twenty - four gas chamber ovens and No. 2 carbureted water gas unit in Greater Vancouver (to be completed by Oct., 1948)	850,000
(f) Urban transportation Greater Vancouver including additional buses, trolley coaches and garaging facilities	[illegible],000,000
(g) Interurban motor coach rolling stock and facilities	150,000
(h) Transportation shops and buildings, Victoria	250,000
(i) Increased capacity Bay St. substation, Victoria, and increased distribution facilities for Greater Victoria	275,000
	$13 025,000

No definite plans have yet been made as to the method of financing balance of expenditures to complete the expansion and betterment program, the prospectus states.

Combined earnings from operation and miscellaneous income before deducting interest and dividends for the British Columbia Electric Railway Co., were $5,999,463 for the eight months ended Aug. 31, 1947. After deduction of all charges, depreciation and provisions for income and excess profits taxes, consolidated net earnings for the eight-month period were $1,429,996, the prospectus shows.

NATIONAL GROCERS
Keeps Goods Flowing to 14,000 Retailers

In this period of production hold-ups in many commodities National Grocers, by maintaining a fair and equitable flow of available goods to all points in Ontario, is helping 14,000 retailers to serve and satisfy their customers.

•

With 33 strategically located warehouses throughout Ontario . . . with a constant inventory of over 4,000 different commodities . . . with completely efficient and speedy delivery to any point in the province, National Grocers gets every available commodity onto dealers' shelves as quickly as deliveries can be handled.

•

Retail food merchants throughout Ontario, no matter where located, are thus able to meet competition on equal terms . . . to give their customers a wide selection of their favorite products . . . and to provide them with lines in short supply the moment they are available.

•

NATIONAL GROCERS
COMPANY LIMITED
An Entirely Canadian Institution
Head Office: 21 Front Street East, Toronto

BOARD OF DIRECTORS
H. L. McNally, President and General Manager; A. J. Major, Chairman of the Board; M. D. Lemon, Vice-President; T. H. Kinnear, Vice-President and Secretary-Treasurer; D. Blain; Andrew A. Foster; A. B. Gordon; W. H. Kenny; W. G. McLauchlan; T. J. Medland; Marland Woolnough.

Milk
The Most and the Best Food for the Money - - -

Children need at least a quart of milk a day—adults, a pint.

Milk is one of Canada's big industries.

It is essential to health here and — as cheese, butter and in concentrated form — it helps to build up the nations abroad.

It is nature's most nearly perfect food. For it contains — in easily assimilated form — minerals, vitamins and fats vital to growth and stamina.

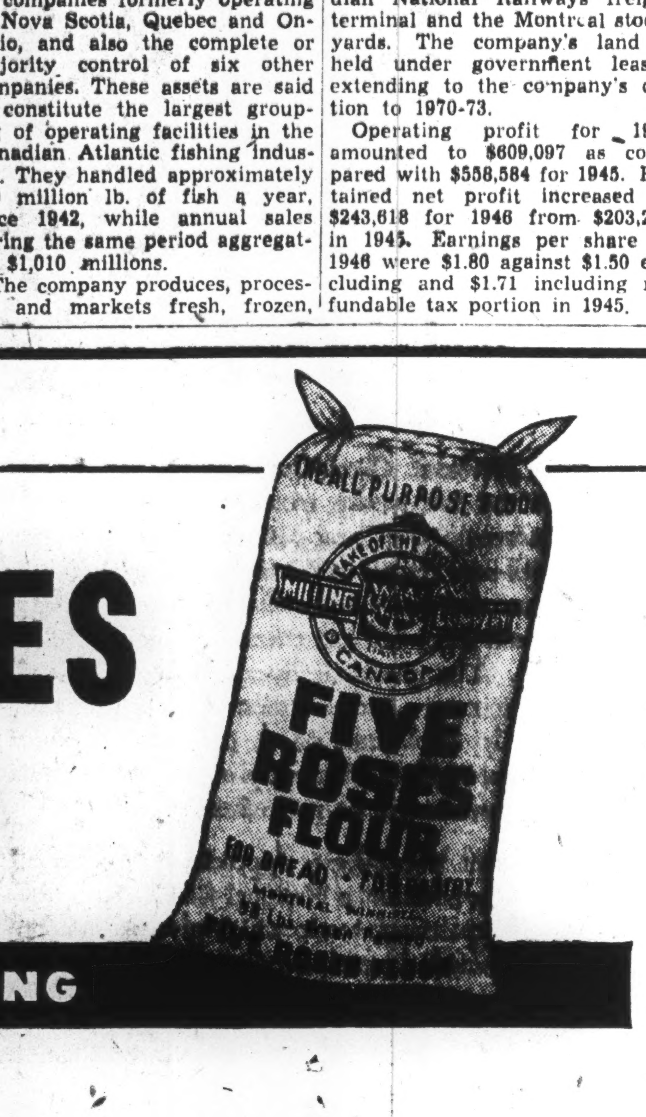
Milk is also the most economical item in the food budget.

Millions have been invested in Canada to install the most modern equipment to safeguard its quality so that it can be delivered — clean, fresh, rich — to Canadian homes every day.

Dominion Dairies play a leading part in this industry, operating or controlling 27 plants throughout Canada.

QUALITY GUARDED

DOMINION DAIRIES LIMITED
MONTREAL



"The Flower of Flours"
FIVE ROSES FLOUR
FOR ALL-PURPOSE BAKING

Production Catching Up With Record Demand for Products of Bakeries

Demand for bakery products still continues at record highs. Production, however, is now rapidly catching up on demand as more and more supplies of previously scarce ingredients become available. Bread and cake divisions are now receiving 100% of the sugar quota used in the 1941 base period and other divisions 90%.

Big highlight of the year has been the recent lifting of price ceilings on bread and resultant price increases across Canada. Bread officials, at the time, claimed that an upward price revision was absolutely necessary if they were to continue operations at anywhere near profitable levels. Many large essentially bread companies, reported bread operations going into the red this summer and disrupting labor turnover because of inability of companies to grant long-deferred pay boosts. Many officials claim the price increase—3c. a loaf in the Ontario area—has been found inadequate to cope with higher costs.

Many formerly scarce ingredients are now coming through in better supply including shortening, nuts, mixed fruits, etc. As a result there has been a considerable increase in variety of bakery products offered consumers this year.

Canada Bread

Canada Bread was incorporated in 1911 as a consolidation of five companies. Since that time other plants have been purchased and operations extended throughout Ontario and into sections of Quebec and Manitoba. At present there are 18 plants, 59 distributing depots in Ontario. Output of the company is normally about 1,800,000 counts a week and it serves approximately 138,000 customers daily, indicating at least 675,000 customers.

An improvement in sales for the 15th consecutive year was reported for the year ended June 30, 1947, by the company's new president, A. V. Loftus. The increase applied in practically every factory and depot as well as in each of the products.

Net profit was higher at $317,822 compared with $287,642 in 1945-46. Provision for depreciation was up $326,900 from $249,515 in the previous year. Taxes, however, declined to $195,000 for the year ended January 30, 1947, from $215,000 the previous year.

A building adjacent to the Bloor St., Toronto, factory has been erected for flour storage purposes. The new bakery in Fort William-Port Arthur has been in operation for nine months. The depots in Belleville and St. Catharines have been completed. A new bakery is being erected in Sudbury to serve the North Bay-Sudbury district, and it is hoped to have it opened before the end of 1947.

During the year close to $1 million was spent in acquiring new equipment. In line with modernization, the majority of route deliveries are now made by motor truck which has necessitated a substantial capital outlay. The majority of the motor equipment has been replaced in the past fiscal year.

Canadian Bakeries

Canadian Bakeries manufactures and distributes through wholesale and retail outlets all kinds of bakery products including bread, cakes, cookies, etc., in the chief cities of British Columbia, Alberta and Saskatchewan. The company is controlled by Maple Leaf Milling Co.

Earnings of the company again showed a substantial increase for the year ended Aug. 31, 1947. Net profit at $155,377 was 85% over the previous year. In the president's remarks accompanying the annual report, he stated that volume continued to show an increase over the previous years.

The company's working capital position stands at $183,372 at year end, compared with $99,275 at the previous year end. During the year the company purchased land, buildings and new equipment to the total of $140,180.

Christie, Brown

Christie Brown & Co. manufactures and distributes cakes, biscuits, bread and puddings. The company's main plant is in Toronto; branch offices at Quebec, Saint John, Halifax and Winnipeg, and distribution warehouses at Montreal, Hamilton, Windsor and Ottawa.

The company has been showing considerable improvement in sales over the last several years. It is anticipated that this trend will continue.

Construction is well under way in the company's new modern bakery situated on the western outskirts of Toronto. This will probably be the largest and most up-to-date plant of its kind in Canada, a company official stated. It will be devoted entirely to the production of biscuits, and will use the latest automatic baking equipment. All of the company's biscuit manufacturing facilities for Eastern Canada will be concentrated in this new plant. It is anticipated that building will be ready for operation by November, 1948.

Cons. Bakeries

Consolidated Bakeries of Canada owns 14 bakeries in Ontario and Quebec, 12 of which are operated by its subsidiary, Wonder Bakeries Ltd., and two by separate subsidiaries. A new bakery at London, Ont., is nearing completion and two new distributing depots at St. Catherines and Cornwall, Ont., were completed this year.

Sales volume of the company's products showed an encouraging gain in 1946 over the previous year, but shortages of essential supplies, such as fats, sugar, and dried fruits, made it increasingly difficult to meet the demand for high quality goods, it was stated. Operating profit was $962,570 for 1946, against $822,315 for the previous year.

Net earnings for 1946, amounted to $1,043,004 including a nonrecurring profit of $29,291, from sale of securities, compared with net earnings in 1945 of $930,980, of which $62,318 represented a profit on sale of securities. Net profit for 1946 increased to $499,044 from $383,290 in 1945.

Property of the company and its subsidiaries include the following baking plants: Ideal Bread Co., Nasmith's Ltd., in Toronto; James Strachan, James M. Aird, in Montreal; Dent Harrison & Sons, Westmount; Stocks Bread, Peterborough; Neal Baking Co., St. Thomas, Windsor, London and Sarnia; Ideal Bread Co., Hamilton Bakeries, Hamilton; Palmer Baking Co., Chatham; Dixon Dairy Bread, Galt; and the new bakery building at London, Ont.

David & Frere

Properties of David & Frere consist of a plant on land owned and located on Champlain St., Montreal. Floor space is 35,000 sq. ft. and daily biscuit and candy capacity is in excess of 35,000 lb. In 1945-46 a site was acquired on Hochelaga St., Montreal, on which it is planned to erect a new plant. In 1946-47 the company opened a packaging branch at Sorel, Que.

Incorporated in June, 1928, to acquire the business and assets of David & Frere, established in 1905, the company manufactures plain and fancy biscuits and candies. Output of this company is subject to considerable restrictions through sugar rationing.

Net profit of the company for the year ended March 31, 1947, was $88,077, a substantial increase over the previous year of $60,172.

Eastern Bakeries

Eastern Bakeries, Ltd. is controlled by Maple Leaf Milling Co. which holds approximately 1,000 preferred and 25,001 common shares. It operates a chain of bakeries in the Maritimes, with bakeries located at Saint John, Moncton, Federicton and Campbellton and at Sydney, N.S. Head office of the company is in Saint John, N.B.

To meet keen competition, all plants of the company are being modernized and worn-out equipment is being replaced as rapidly as possible. The company has erected a new one-floor streamlined plant at Moncton, equipped with the latest machinery throughout. Expansion and modernization plans have also been put into effect at the plant at Campbellton, Fredericton and Saint John.

General Bakeries

General Bakeries Ltd. was incorporated March 12, 1946 and acquired the business, fixed assets and plant equipment and certain assets of five bakeries—Brosseau Ltd., Montreal; Purity Bread Limited, Toronto; Bryce Bakeries Ltd., Winnipeg and Brandon and Robertson's Bakeries Ltd., Vancouver. These companies were all subsidiaries of Purity Flour Mills Ltd.

Net profits for the year ended April 2, 1947, totalled $121,160. This was the first full year of operation. Sales and earnings for the first three periods (twelve weeks) in the current fiscal year have shown an improvement over the corresponding period of last year, a company official informed The Financial Post.

Fixed assets increased $314,057 during the last fiscal year, of which the major portion was represented by expenditures on improvements and equipment in the Montreal plant. Additional equipment has been ordered for this and other plants and expensive expansion program involving substantial changes in fixed assets is under consideration. A total of $40,000 first mortgage bonds was redeemed during the year.

In line with the company's active expansion plan, Dwyer Bakeries of Saint John, New Brunswick, has been acquired, J. W. Horsey stated at the annual meeting. "Further expansion is anticipated," he added. "This will include acquisition of additional successful operations in territories not now serviced by the company.

Geo. Weston

George Weston Ltd. together with its subsidiaries is engaged in the manufacture and sale of fine biscuits, bread, cakes and confectionery, etc., throughout Canada and biscuits in the United States.

Net profits in 1946 showed a substantial improvement over the previous year at $1,198,731 ($850,350 in 1945). One of the chief factors in the increased earnings figure was the 20% reduction in income tax both in Canada and the United States. Business of the company's subsidiaries produced about the same net operating income of the previous years.

During the year estimates were received for the erection of a factory in Weston, Ont., but the indicated cost was so largely in excess of the board's plan that construction was deferred. Arrangements have been made for the purchase of former war plants at Longueuil (Montreal) Que. and at Burbank (Los Angeles) Cal., in which modern biscuit machinery will be installed. Deitrich's Bakeries Ltd. at Kitchener, Ont., was purchased during the year and is operated as a subsidiary of George Weston Bread & Cakes Ltd. A new bread and cake bakery is being constructed there and new equipment is being installed in other bakeries.

Weston Biscuit Co. Inc. at Passaic, New Jersey, a wholly-owned subsidiary, has purchased the Lockheed Aircraft Corp's wartime auxiliary plant at Burbank, Cal., at a price of $500,000. This plant will for the time being take the place of the new plant that it is planned to build at Oakland, Cal. In view of the high cost of building, it was decided not to proceed with the Oakland plant at this time.

Inter-City Baking

Inter City Baking Co. owns the entire capital stocks and fixed assets of four operating subsidiaries engaged in the baking business in Toronto, Montreal, Ottawa and Hamilton. The company is controlled by Lake of the Woods Milling Co. of Montreal. The company, through its subsidiaries, owns and operates four bakeries, one each at Toronto and Ottawa, and two at Montreal having a combined capacity of 100,000 loaves of bread and over 2,500 lb. of cake daily, distributed in the various cities through approximately 300 delivery routes.

Net profit of the company for the year ended Jan. 31, 1947, amounted to $225,579 as compared ($94,385). Earnings per share for the 1946-47 fiscal year amounted to $10.67, compared with $5.95 including and $4.46 excluding refundable EPT.

The company was incorporated in November, 1927, as a subsidiary of Lake of the Woods Milling Co. During 1939 the company disposed of its interests in Milton Davidson, Brockville, Ont., a partly-owned subsidiary. The company's subsidiaries include Brown's Bread, Toronto; Standard Bread Co., Ottawa; A. & L. Strachan, Montreal; Standard Bread (Montreal).

McCormick's

McCormick's Ltd., a subsidiary of George Weston Ltd., Toronto, manufactures plain and fancy biscuits, ice-cream cones, confectionery and allied products; also holds a sublicense in the manufacture of Sunwheat Biscuits.

Plants are operated in London, Toronto and Winnipeg; plants in Edmonton and Montreal are not operative. Distributing branches are maintained in Halifax, Moncton, Quebec, Montreal, Toronto, Hamilton, London, Fort William, Winnipeg and Vancouver.

Public investment interest in the company is confined to the 4% guaranteed sinking fund mortgage bonds due July 1, 1952. All the common stock is held by George Weston Ltd. except directors' qualifying shares.

National Biscuit

National Biscuit Co., directly and indirectly through its subsidiaries, is engaged in the manufacture of bread, cakes and biscuits in the United States, Canada and England. These products are marketed under various trade names and trademarks.

Canadian operations were maintained on a high level throughout 1946. Canadian companies, Christie Brown & Co., Christie Bread and the Canadian Shredded Wheat Company all showed satisfactory sales increases.

Consolidated earnings for the first quarter of the current year followed about the level of the final 1946 period, or around 95 cents to $1 per share, George H. Coppers said at the annual meeting. At the same time sales for the same period were about 30% ahead of a year ago. Sales are currently not showing the same rate of gain over 1946, however, as they did earlier this year. While sales in the early part of the quarter were 30% ahead of a year ago, the gain now is down to about 20%, it was reported.

The president stated that the company had under way a $25 millions expansion and modernization program which was to be completed within the next nine months to two years.

Among the projects started are a $4 million bakery at Houston, a $4 million plant in Toronto and $4.6 million modernization program in Niagara Falls and $4.6 million expansion operation in Pittsburgh and $6 million bakery at Portland, Oregon.

Investments of the company located in Canada and England were carried in the balance sheet at $6,893,000.

Viau Ltd.

Viau Ltd. operates a factory in Montreal and warehouses in Montreal, Quebec and Winnipeg. A factory at Joliette was disposed of in 1935. In 1937 and 1938 the confectionery plant was modernized and, in 1938, a modern machine was added to the biscuit plant. Further improvements in 1939-40 included installation of two ovens and two biscuit machines, and an addition to the factory.

The company manufactures biscuits and confectionery, for sale throughout Canada, stocks being held at Winnipeg and Quebec; also carries on an export trade.

Gross profit on sales in the fiscal year ended Jan. 31, 1947, was $635,521 ($567,034 in the preceding fiscal year). Net profit was $148,663 ($99,300).

Capital expenditures of $23,694 were made during the 1947 fiscal year, mostly for the purchase of machinery.

Viau Ltd. was incorporated in 1925 under the name of Viau Biscuit Corp. as a consolidation of Viau and Frere, Montreal, which had been in operation for 50 years and J. Dufresne, of Joliette and Montreal.

Citizens' Research Adds to Service

The Ctizens' Research Institute of Canada announced a new form of publishing as a supplemental service to subscribers of "Red Book." Its purpose is to make statistics on Quebec municipalities available sooner than heretofore.

Lateness of Quebec statistics has been a matter of concern to the Institute for some time, Director H. L. Brittain states: "The current value of the information has been largely vitiated and subscribers and municipalities alike have been penalized as a result of the failure of a few to report more promptly." Information is now being sent out by means of a mimeographed sheet; will be published ultimately in the usual printed form as soon as all the municipalities on a series of pages have reported, Mr. Brittain explains.

Continue Prewrap Bulk Merchandise?

The future will see a number of readjustments in prepackaging of foods. But that doesn't mean retailer's won't continue to resort to it, not only to increase sales but to speed up service and reduce expense.

More people personally shop in stores today than ever before. The saving of time in serving customers in a service establishment is most important. That can't be done if bulk merchandise has to be packaged at time of sale. Prepackaging in the visible wrap is not new. It has proven itself wherever tried.

This wrap costs money. Nevertheless on items that sell say from 15c. lb. and up, such as prunes, raisins, nuts, etc., the extra cost can frequently be absorbed since it speeds turnover and thereby profits. But on a pound of dry beans which used to sell around 4 to 5c. (they're going to be considerably more than that this winter) is it feasible to add a cent or more to the cost by using the transparent package?

There are two schools of thought on this point. Some merchants say it isn't. Others maintain that it speeds turnover and that the dealer can meet competition of the ordinary paper container and still make money. Many prewrap 2 or 3 lb. in one package for say a 9 or 14c. sale and thereby cut the cost.

There's also argument over selling fresh meats and fruits and vegetables prewrapped in the visible package. Some dealers have gone entirely self-serve in fresh meats which means they have to be prepackaged, with a card or sticker showing the name of cut, price per lb., weight, and price of the piece. This tends to save clerk wages and reduce costs.

Certain stores have both service and self-serve in meats as the shopper desires. Many consumers are not always satisfied with one or another of the prepackaged items and want "a couple of steaks," "three or four chops" or a "roast" from a carcass hanging up.

So prepackaged meats are still in the experimental stage. If every shopper could be satisfied there would be no problem. Time could be saved and costs lowered.

With fresh fruits and vegetables there's also a difference of opinion. More and more retailers are prepackaging them either completely in the visible wrap or in the window container. This prevents shoppers handling foods which they don't buy. But they can still squeeze the apples and melons if not the coconuts.

But there are those on the other hand who contend the wrap partly reduces the sales appeal. "When you buy flowers you don't get them prewrapped—you want to smell them. So when you buy fruit and vegetables you want to feel them" is the way they put it.

If, too, fruits and vegetables are going to be sold prepackaged who is going to do the job? Retailers with large volumes and speedy turnovers can afford to maintain departments for performing this function, but the smaller merchant cannot. If he is going to sell them, then it's up to the fruit and vegetable wholesaler. This problem too is still in the experimental stage.

Food Carton Economies

Many economies in packaging biscuits and cereals during the war are likely to be perpetuated.

It will be recalled that biscuit manufacturers saved hundreds of tons of paper by eliminating many small cartons and by reducing the size of the inside flaps on tops of the cartons. Some that almost met in the centre were severely shortened.

It's found that while in certain instances these have to be lengthened a bit depending on type of package, others do not. Here then is an important economy which will continue to be reflected in production and selling costs.

Giant packages of cereals such as corn and wheat flakes, puffed wheat and rice were introduced a few years back. They became popular overnight because cost per oz. was cut. Larger families will continue to buy them.

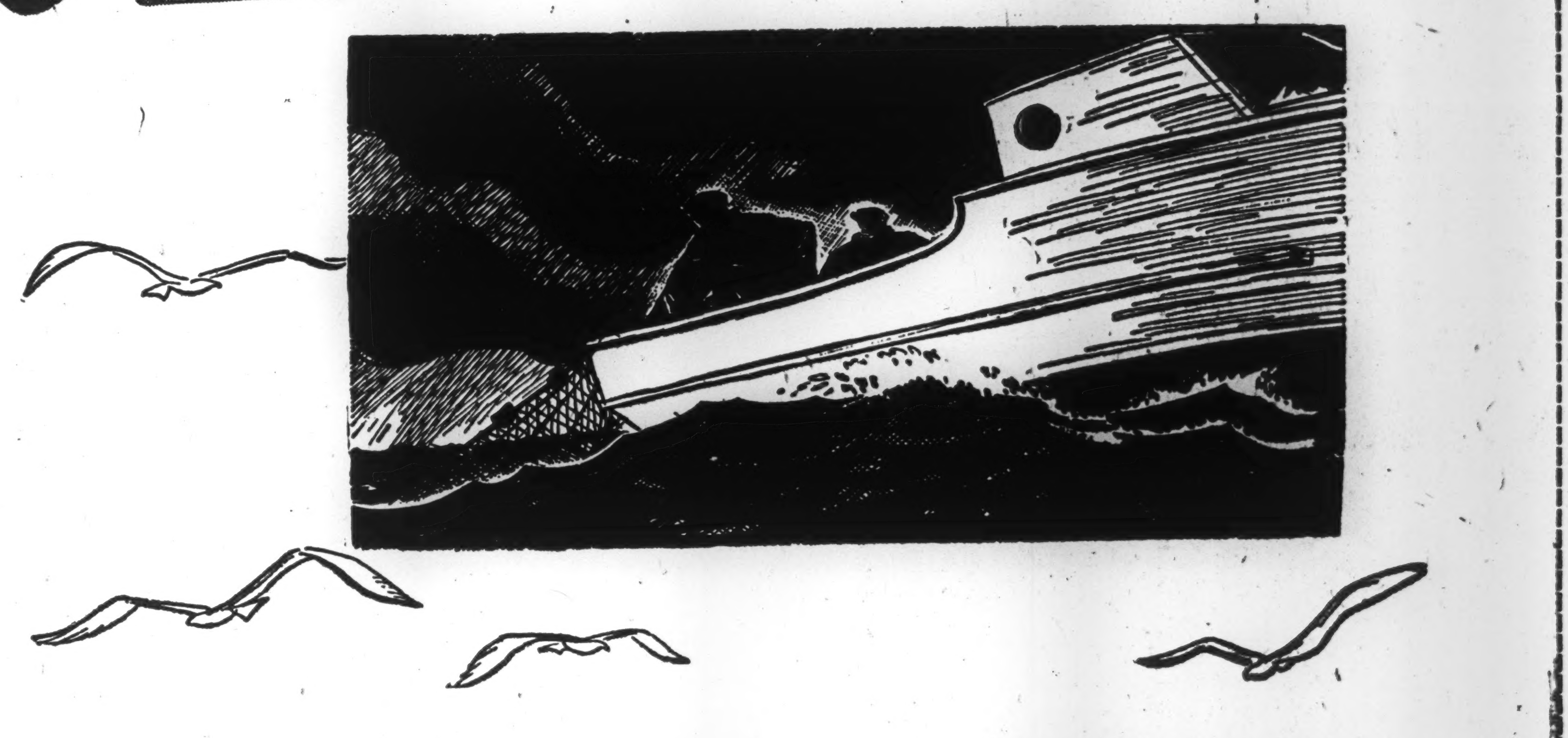
Flour mills on Ottawa instructions during the war cut out the smaller packages for their products. These were sold by stone weight, fractions and multiples thereof. The smallest was 3½ lbs. There has been no disposition yet on the part of flour millers to go back to that weight. The smallest now being offered is 7 lb. although the odd firm has been introducing a 5-lb. container and selling in multiples of 5. It would appear that if those firms who are now using the 7-lb. size as the smallest do decide on a smaller one, it will be the 5 and not the 3½ lb.

Competition makes it difficult to maintain all such economies. But the general tendency today is to retain as many of them as possible. Fancy packages won't likely return in force for some time to come. Manufacturers are kept busy on those that were standardized during the war and there's too much criticism now on price for many changes.

Hunting Aviation Group Appoints Sales Manager

The five associated companies of the Hunting Aviation Group in Canada announced the appointment of a group sales manager, W. H. Godfrey of Toronto. Formerly a sales representative for Percival Aircraft (Canada) Ltd., Mr. Godfrey will now be responsible also for co-ordinated sales promotion for the other four members of the group — Photographic Survey Co., Weston Aircraft Ltd. (Oshawa), Airspray Ltd., and Baines McDowall Co.

A veteran of six years' service with the Canadian army and the RCAF; Mr. Godfrey was discharged in 1945 with the rank of Flight Lieutenant. Before the war he had seven years' experience with the sales and service organization of Goodyear Tire & Rubber Co.



Canadian Fisheries

SWELL NATIONAL INCOME

As a source of national income, Canadian fisheries rate as one of this country's greatest resources. Month in, month out, our exports of fish products produce ample revenue — which includes vital American dollars.

During 1946, exports of Canadian fisheries production amounted to more than $88,500,000. They'll run to big figures again for 1947.

Canada's more than $100,000,000. a year fisheries industry provides a direct source of livelihood for something like 400,000 Canadians. Hundreds of thousands more find their incomes and buying power increased indirectly — as producers of raw materials, manufacturers and suppliers to the industry.

In addition to its domestic dollar value, Canadian fisheries supply our own people, and many people in many lands — with vitally important food. And there's no better food.

As a source of world food supply — and of national income — Canada's fisheries industry is of vital importance to every one with a stake in a prosperous Canadian economy.

DEPARTMENT OF FISHERIES

HON. MILTON F. GREGG, M.P., MINISTER, OTTAWA, CANADA

Miscellaneous Foods Group Beat Production Troubles

(Continued from page 21)

facilities in various plants was about 50% completed during 1946, President C. L. Garsley stated in the annual report.

Estabrooks

T. H. Estabrooks Co. acts as distributor of Red Rose Tea and Red Rose Coffee and was incorporated in 1911 to acquire the business originally established in 1894 at Saint John, N.B., by the late T. H. Estabrooks. Today the company is a large importer, blender, packer and distributor of tea in Canada, and in addition has developed a substantial coffee business including importing, blending, roasting, packaging and distributing.

Principal establishment of the company is in Saint John where modern factories blend and package tea and blend, roast and package coffee. In addition, in Saint John, the company maintains six warehouses for storage purposes; in Winnipeg it operates an auxiliary coffee plant and in Montreal an additional tea and coffee plant is expected to commence operation by the end of 1947.

A wholly-owned subsidiary imports and sells bulk teas and green coffees to the wholesale trade. It has approximately 400 employees and operates a contributory pension plan for their benefit. Net profit for the year ended June 30, 1947, was $607,379 before provision for depreciation and taxes on income, after taxes and depreciation, $315,766.

Fanny Farmer

Fanny Farmer Candy Shops Inc., operates a chain of one-price retail candy shops selling chocolates and candy of its own manufacture. The company operates in units, each unit consisting of a factory with a number of stores adjacent. The company operates some 283 candy shops throughout the central and northern United States.

Net profits in 1946 were up 92.3%, at $1,560,520; sales at $16,501,242, up $1,969,924. Sales have been maintained on a gratifyingly high level in spite of the continued shortage of sugar.

The company is receiving nut meats, dates, figs and other fruits in much greater quantity. As soon as the fine fruits used in making the old lines of candy are available, full supply will be returned to the Fanny Farmer Shops.

Ganong Bros.

Ganong Bros., located at St. Stephen, N.B., is a large and important manufacturer of high grade chocolate candies. Established in 1872, Ganong Bros. has made steady progress through the years.

As a result of war conditions, which brought quotas and restrictions on many raw materials, this company has been badly handicapped. Their lines have been cut from 768 to about 120. Up to last year the company during the war operated on a 60% production basis. Like many other manufacturers, however, the company found that fewer lines made possible greater standardization, as well as more efficient production. The material shortages have been sugar, cocoa, coconuts, and paper products. Along with other candy manufacturers, however, this company is benefiting from the increased sugar quotas in 1947.

Some possibilities with respect to the company's future include a model farm, whose large certified herd of cows will provide milk, cream and butter for the company's products; a new brick chocolate factory and an extension and development of the business to meet the increased demand of a rapidly growing population.

Laura Secord

Laura Secord Candy Shops Ltd. is engaged in the manufacture and retail distribution of chocolate products and confections through its shops in Ontario and Quebec.

The company manufactures its own products in two "studios," in Toronto and Montreal, both owned outright. The company retails its products on a strictly cash basis through its 79 shops (as at the end of the 1946 fiscal year).

Total sales for the fiscal year ended Sept. 30, 1946 increased to $3,198,407 ($2,607,353 for the previous year). Net profit was $249,595 ($218,586). A substantial reduction in taxes to $182,000 from the previous year's $210,000 was an important factor in improved showing.

There has been a substantial improvement in the sugar supply situation during the past year and unofficial reports predict that sugar rationing will be entirely lifted within the next month or two. Restrictions on quantities of candies sold to customers have been removed and prices of company's products have had two increases.

Moirs Ltd.

Moir's Limited is engaged in the production of chocolates, confectionery, bread, cake and biscuits, and also operates its own paper box factory and wooden box mill. The company has branch warehouses at Montreal, Toronto, Winnipeg, Vancouver. Also, agencies in the West Indies, St. John's, Nfld., Central and South America. Export business amounts to about 4% of total sales.

The chocolate and confectionery plants at Halifax have floor space of more than nine acres. During 1927 and 1928 an addition was added, having a floor space of approximately 75,000 sq. ft. which increased the daily capacity of the plants to about 50,000 lb. of chocolate and confectionery

The bakeries have a capacity of 15,000 loaves of bread, 7,500 lb. of cake and 5,000 lb. of biscuit per day. The paper box factory has a daily capacity of 15,000 boxes. The wooden box factory and the chocolate grainding plants are located at Bedford about nine miles from Halifax. The company also owns timber limits which supply lumber to its wooden box plant.

Net profits for the fiscal year ended Dec. 31, 1946, amounted to $266,067, equivalent to $21.14 on the preferred and $9.52 on the common. A substantial program of plant extensions and improvements was approved and undertaken during 1946. This will require the expenditure of approximately $300,000 on capital accounts during 1947.

A proposed reorganization of the company's financial structure was not proceeded with this year, after an announcement from Ottawa outlining the Government's new tax policy in regard to funding of dividend arrears, the company announced.

Muirheads

Muirheads Cafeterias operates three restaurants in Toronto. In 1943 Canadian Food Products acquired a majority interest.

Company earnings have not been reported separately from the parent company, Canadian Food Products, since 1945. Muirhead customers served, however, and earnings, have shown a steady rise in the last two years. The substantial modernization program of the company's Toronto Adelaide St. cafeteria is just about completed.

Maxson Food

A merger of General Merchandise Ltd., and Maxson Food Systems has just been announced. The amalgamation, already approved by directors of both companies, is now being submitted to shareholders.

The new company, being incorporated under the name of General Merchandise Ltd., will have $300,000 authorized debentures, 100,000 authorized Class A common shares and 200,000 Class B common shares, of which there will be issued at the outset $100,000 debentures, 28,000 Class A and 200,000 Class B shares.

Acquisition of Maxson Food Systems is expected to be a considerable asset to General Merchandise Ltd., which is now commencing to process frozen foods and other lines.

Mt. Royal Rice

Mount Royal Rice Mills, established at Montreal in 1882, imports unmilled rices from around the world; mills them into wholegrain rices and other products such as rice flour, ground rice, rice meal, rice middlings and brewers' rice.

Mount Royal Rice Mills became a public company in June, 1946. Operations were adversely affected by an unexpected further reduction in the quantity of rice allocated to Canada, due to continued world shortage. However, this was in measure offset by the easing of some wartime restrictions on merchandising and the development of new products, as well as financial economies and a reduction in manufacturing costs, made possible by changes and additions to plants and equipment. Because of priorities given to Orientals, the amount of rice available for Occidentals is far short of demand; but directors hope for early improvement. The company now markets in cartons good quality head rices under the brand "Dainty" and "Royal," rice flour under the brand "Dainty" and a new product "Temty Rice Dish" a blend of rice and dehydrated vegetables.

Net profit for the year ended April 30, 1947, was $32,031. On June 30, 1946, the company called $200,000 of 6% bonds, replacing them by an issue of $200,000 3% serial bonds, maturing at the rate of $20,000 a year, 1947 to 1956, together with $50,000 of 3¾% bonds due July 1, 1961.

Willards

Willard Chocolates now operates as a division of Canadian Food Products, that company having purchased all outstanding common stock and 96% of the outstanding preferred from Blue Ribbon Corp. for a price just over $1 million.

Willards manufactures a wide range of chocolates and confectioneries, one of its most popular lines being the "Sweet Marie" nut bar. Head office and plant is in Toronto, with branch offices in Winnipeg, Montreal and Vancouver.

Walter M. Lowney

Walter M. Lowney Co. manufactures and distributes chocolate products and confections under nationally-known trade names, including Lowney's Chocolates, Page and Shaw Bond Street Chocolates, Oh Henry chocolate bar, Cracker Jack, and many others. The company manufactures through all stages from the cocoa bean to the finished product. Plant is in Montreal; offices are maintained in Toronto.

Coast-to-coast distribution is effected through warehouses in Winnipeg, Calgary, and Vancouver, and other agencies, but the company operates no retail outlets of its own. It handles a substantial export business in normal times. Products have become well known in foreign countries through organizations serving the armed forces overseas.

Production and sales to date this year have shown substantial increases over the same period in 1946, it is stated, reflecting increases in sugar quota from 70 to 80% on April 1 and from 80% to 90% on July 1.

Net 1946 profit was $161,916 which represented earnings per share of $0.78 on the present outstanding 207,190 common shares.

MANUFACTURING FOOD CHEMISTS
serving the
Meat packing — Baking — Canning
and
Dairy industries
THE GRIFFITH LABORATORIES LIMITED
109-117 George St., Toronto, Canada
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[illegible] Tactics
are Needed!

Have YOU got them ready?

● ARE YOU, like a good football quarterback, ready with new tactics to loosen up that rapidly packing sales defence typified by the Buyer's Market?

To this end, "Packaging News" is a source of real inspiration, offering timely and worthwhile suggestions on modernized store layouts and lighting, smart displays, courteous contacts and many other pertinent selling leads.

You may well ask how to effect the cost of the improvement it suggests. Here is one practical way . . . sell more goods in less time, with the aid of "Cellophane", the packaging material that has proved its ability to build and speed-up sales.

Production of "Cellophane" cellulose film is still short of the augmented demand . . . but our Sales Department will gladly show you how to make the most out of your present supply. Canadian Industries Limited, "Cellophane" Division; offices in Montreal, Toronto, Winnipeg and St. John's, Nfld.

Packaging News

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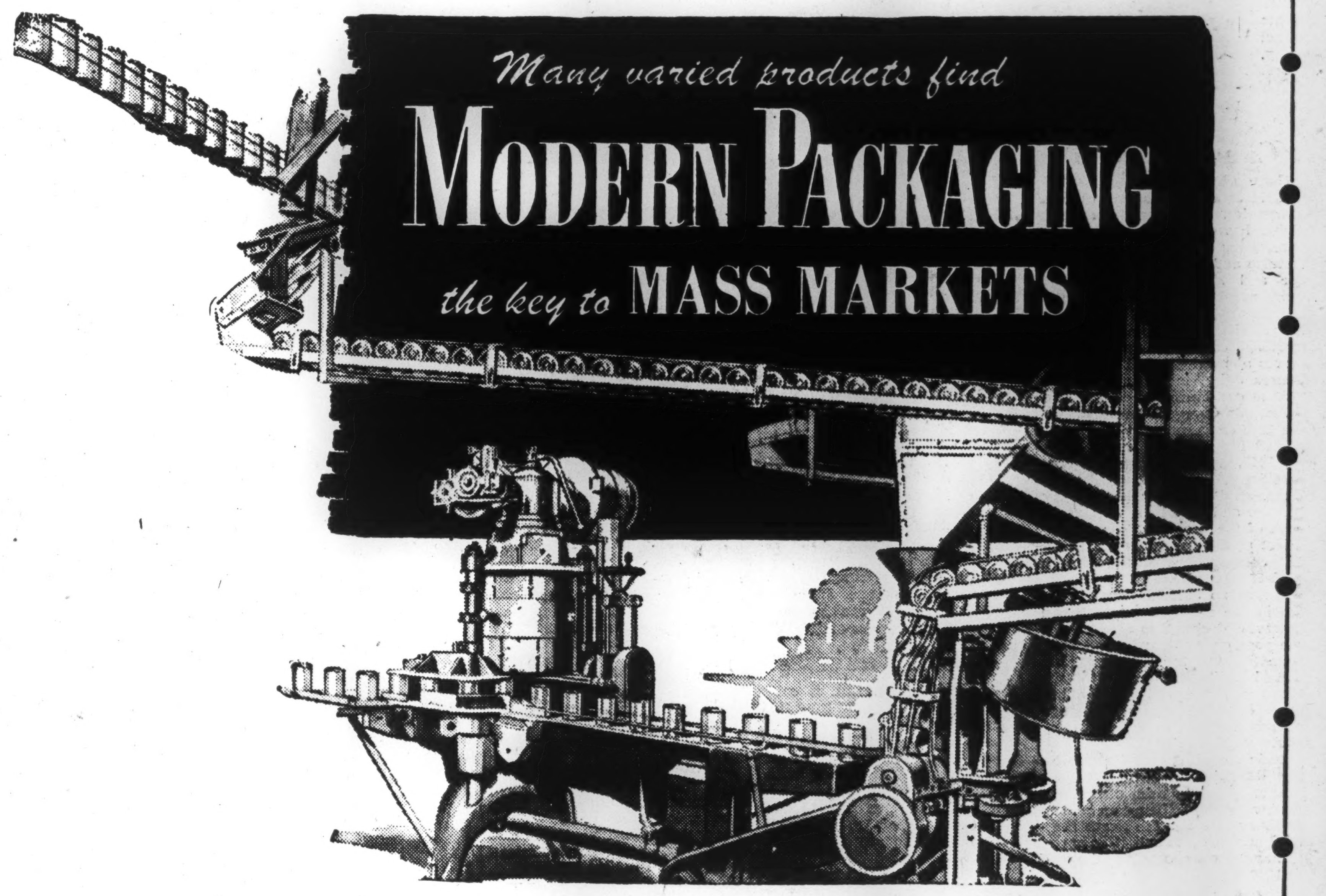
CANADIAN INDUSTRIES C-I-L LIMITED
Cellophane
TRADE MARK
C-I-L CELLULOSE FILM
SHOWS WHAT IT PROTECTS AT LOW COST... AND SELLS IT!



For years men knew how to process foods, how to make paints, oils, pharmaceuticals, cleansers and a host of other products. The big problem was distribution, solved finally by the development of dependable containers that opened the markets of the world, and so made mass production economically possible.

Continental Can offers the facilities of five ultra-modern plants and the services of its specialized packaging engineers. Simply write Continental Can Company of Canada, Limited, Sun Life Building, Montreal.

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Sales Offices in: Montreal • St. Laurent • Toronto • Trenton • Winnipeg • Kentville, N.S.
General Line Cans • Packers' Cans • Metal Signs and Specialties • Mono Paper Cups and Paper Containers.

Dairies Report Increased Earnings With Expanded Business in Past Year

Borden Co.

The Borden Co., a Canadian subsidiary of the Borden Co. of the United States, distributes fluid milk and ice cream and manufactures and distributes condensed milk, evaporated milk, powdered milk and cream, powdered and frozen eggs, cheese, malted milk, caramels, powdered fruit juice, fish liver vitamin oils, coffee and certain dried milk prescription products.

The company operates in Belleville, Chatham, Cornwall, Hamilton, Kingston, Kitchener, London, Niagara Falls, Orillia, Ottawa, Peterborough, Sudbury, Toronto, Windsor, Montreal, Quebec and Three Rivers.

In Canada, the Borden Co. was confronted by a scarcity of milk and increased demands for its products, so it widened its supply sources and launched a plant improvement and expansion program to care for future needs.

Assets and liabilities of Canadian subsidiaries are included in the consolidated balance sheet at Dec. 31, 1946, at parity of exchange but no separate figures are given. At Dec. 31, 1945, net current assets and Canadian Government securities on deposit and postwar tax refunds included in investments and noncurrent receivables of Canadian subsidiaries, converted at the official rate of exchange at that time, were included in the consolidated balance sheet of the U. S. company at the U. S. dollar equivalent of $3,727,737 and $1,556,168 respectively. Other assets of such subsidiaries aggregated $5,282,941 at Dec. 31, 1945.

Cresc. Creamery

Crescent Creamery Co. operates the oldest and largest general dairy business in Manitoba. Products consist of milk, homogenized milk, jersey milk, Blue Bird milk, milk whip, chocolate drink, cream, butter, buttermilk, ice cream, cheese and milk powder.

In addition, to the main plant in Winnipeg, the company has branches at Portage la Prairie and Swan River, Man., and Yorkton, Sask., and a receiving station at Steinbath, Man. Incorporated in 1905, the company was acquired by Eastern Dairies Ltd., in March, 1927, through purchase of its entire common stock for $409,125. All common stock of Crescent Creamery Co. is owned by Dominion Dairies.

Net profit of Crescent Creamery increased to $82,807 in the year ended March 31, 1947, from $74,161 in the previous year.

Carnation Co.

Carnation Co. is an American firm with its chief operations in the United States. It has evaporated milk plants in Aylmer, Ont., and Sherbrooke, Que., and receiving stations at Holmesville and Kerwood, Ont., and Waterloo, Que. Evaporated milk is the principal product but it also manufactures a wide variety of milk products, cereals and commercial foods. The Holmesville receiving station was purchased in 1946.

Net profit from all sources was $3,211,985 or 1.73% of sales ($2,447,480 or 1.45% of sales for 1945). This was equivalent to $53.53 a preferred share and $4.88 a common share.

Outstanding capitalization consisted of 59,998 shares of 4% cumulative first preferred stock and 609,488 no-par-value common shares.

Dom. Dairies

Dominion Dairies is engaged in the distribution or manufacture of milk, cream, eggs, butter and ice cream and of by-products such as milk powder, popsicles, sherbicles, etc. The company maintains a research department and a byproducts department for the systematic control of plants and the utilization or sale of waste material. Business is carried on through four wholly owned subsidiaries, Elmhurst Dairy, Producers Dairy, Acme Farmers Dairy, Hull Dairy and a partly owned subsidiary, Crescent Creamery Co.

Elmhurst Dairy at Montreal, operates distributing depots at Outremont and Verdun; a creamery and powder plant at Upper Melbourne, Que. In 1946, the business of six dairies were acquired and merged into operations of this division. Producers Dairy at Ottawa, Ont., operates distributing depots at Hull and Buckingham, Que.; a creamery and powder plant at Shawville, Que., and Almonte, Ont.; also a creamery at Campbell's Bay. Acme Farmers Dairy at Toronto, operates distributing depots at Toronto and Centre Island, Toronto; a powder and condensing plant plant at Napanee, Ont.; a powder and condensing and cheese plant at Sydenham, Ont.

Sales of Dominion Dairies increased 22.4% to $12,373,002 and net profits 28.8% to $163,777 in the year ended March 31, 1947. Assets and businesses of Kensington Dairies and associated companies were purchased and have since been merged with operations of Elmhurst Dairy Division. Purchase was financed through sale of $250,000 series "D" Bonds and 7,500 preferred shares.

Highland Dairy

Highland Dairy Ltd. is engaged in the milk distribution business in Toronto and vicinity, with capacity about 30,000 quarts daily. Capitalization outstanding consists of 1,424 shares of $100 par 5% preferred stock and 19,554 no-par-value common shares. Dividend payments on the preferred are payable in January and July. Preferred stock was in arrears $10.75 a share at Jan. 4, 1947.

Toronto Dairies

Toronto Dairies Ltd. operates a co-operative dairy. Capital stock outstanding at May, 1945, consisted of 10,300 shares of $10 par 7% preferred stock and 50,000 no par value common shares. No financial statements are published and no dividends have been paid on the common stock; none on the preferred since 1932.

Quinte Milk

Quinte Milk Products Ltd. processes and distributes whole milk products and by-products including sweet cream, butter, ice cream, casein, albumen and lactose or milk sugar.

The company's plant is at Wellington, Ont. A wholly owned subsidiary, Quinte Creameries Ltd., has a plant in Toronto and is a wholesale distributor of whole cream and ice cream in that area.

Outstanding capitalization consists of 38,500 shares of 60c. noncumulative participating Class A stock and 9.625 Class B shares, both no par values. Net profit was $36,892 for 1946 ($25,583 including refundable E.P.T. in 1945.)

Silverwoods West'n

Silverwood Western Dairies Ltd. manufactures and distributes milk, cream, butter and ice cream in Winnipeg, Regina, Saskatoon and Edmonton.

Prior to Apr. 1, 1946, the company operated through the following wholly owned subsidiaries: Edmonton City Dairy Ltd., Purity Dairy Ltd. (Regina and Saskatoon) and City Dairy Ltd. (Winnipeg). At that time steps were taken to convey and transfer all the undertaking, business and assets of the subsidiaries to Silverwood Western Dairies Ltd. Plants are located in the four cities mentioned.

This company was formerly known as Dairy Corp. of Canada. Control was obtained early in 1945 by Silverwood Dairies Ltd.

At July 31, 1946, Silverwood Dairies held over 98% of the capital stock of Silverwood Western Dairies. The exchange offer whereby each common share of Silverwood Western Dairies still outstanding in the hands of the public was exchangeable for one class A and one class B share of Silverwood Dairies Ltd. was extended to Dec. 31, 1947.

Highest sales since 1931 were experienced in the year ended Mar. 31, 1946, at $4,959,415 ($4,553,170 in the previous fiscal year). Issued and outstanding capitalization consists of $1.2 millions first mortgage bonds, 7,000 5% cumulative preferred shares, par $100, and 10,000 no par value common shares.

Silverwood Dairies

Silverwood Dairies Ltd., London, Ont., sells milk, cream and dairy products wholesale and retail in Ontario. Through its subsidiary, Silverwood Western Dairies Ltd. (which see) operations are carried on throughout Manitoba, Saskatchewan and Alberta.

Operating plants, totalling 23 at March 31, 1947, are located as follows: London (3), Toronto (2), Woodstock (2), Brantford, Cargill, Cayuga, Chatham, Elmira, Guelph, Hamilton, Kitchener, Lucknow, North Bay, Peterborough, St. Catharines, Sarnia, Stratford, Sudbury and Windsor. Buying depots are located at Zurich, Melbourne, Port Albino and Thamesville, Ont. A wholly owned, Silverwood's Lindsay Creamery Ltd. operates a plant at Lindsay, Ont., and also has as a subsidiary the Lindsay Coal Co.

Consolidated sales increased 13.5% to $22,923,551, a new high, in the year ended March 31, 1947, ($20,191,010 in the previous year). Consolidated net profit was $492,658, equivalent to $1.18 a Class A share, 58c. a Class B share.

Outstanding capitalization at March 31, 1947 was 418,726 60c. cumulative preferential participating no par value Class A shares and 418,726 no par value Class B shares. An additional 7,876 shares of each class are held by a subsidiary for its management trust.

United Dairies

United Dairies Ltd. distributes milk and dairy products through a chain of 20 creameries in Alberta and British Columbia; head office is in Calgary. The company has outstanding $300,000 2¾% 10-year serial bonds dated Jan. 1, 1947, 4,000 5% preferred shares, par $100, and 50,000 no par value common shares. Dividends of $2.50 a share yearly have been paid on the cumulative preferred shares for 1940 to 1946 inclusive.

Cub Aircraft Adds New Lines

Cub Aircraft Corp., Hamilton, went into production last week of a small-sized washing machine designed to meet the needs of apartment dwellers. This will be the only washing machine being offered in Canada with a universal motor which will operate from 25 or 60 cycles. The washing machine will sell in the neighborhood of $60.

This new product along with others being considered, including venetian blinds, will more fully utilize the capacity of the company's plant at Hamilton. It is anticipated about one third of entire capacity will be turned over to these new products at first. This may increase according to public acceptance of new lines.

The Cinderella Mfg. Co., Jackson, Mich., has licensed Cub Aircraft to manufacture the small-sized washing machines for this country. Some parts will be imported and others made in Canada. The new product will not necessitate expenditure of much additional capital on new equipment and only a small number of additional skilled workmen will be employed, The Financial Post understands.

Manufacture of company's chief line, light aircraft, will be continued. Conditions are definitely improving in this field, it is stated and the outlook is now much brighter.

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What a job an Appleford Package does for a product! Besides protecting, it keeps on reflecting the freshness, the purity, the irresistible deliciousness of what's inside.

Our 25 years in the craft have taught us the know-how of doing important packaging jobs successfully for companies across Canada and abroad.

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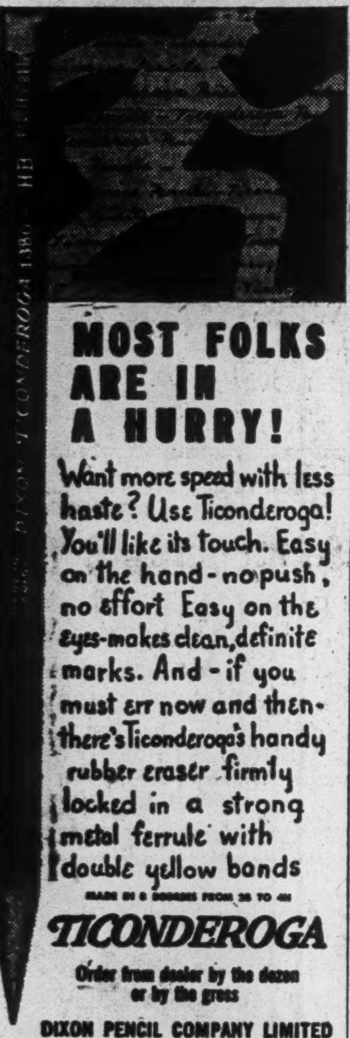
MOST FOLKS ARE IN A HURRY!

Want more speed with less haste? Use Ticonderoga! You'll like its touch. Easy on the hand-no push, no effort Easy on the eyes-makes clean, definite marks. And-if you must err now and then-there's Ticonderoga's handy rubber eraser firmly locked in a strong metal ferrule with double yellow bonds

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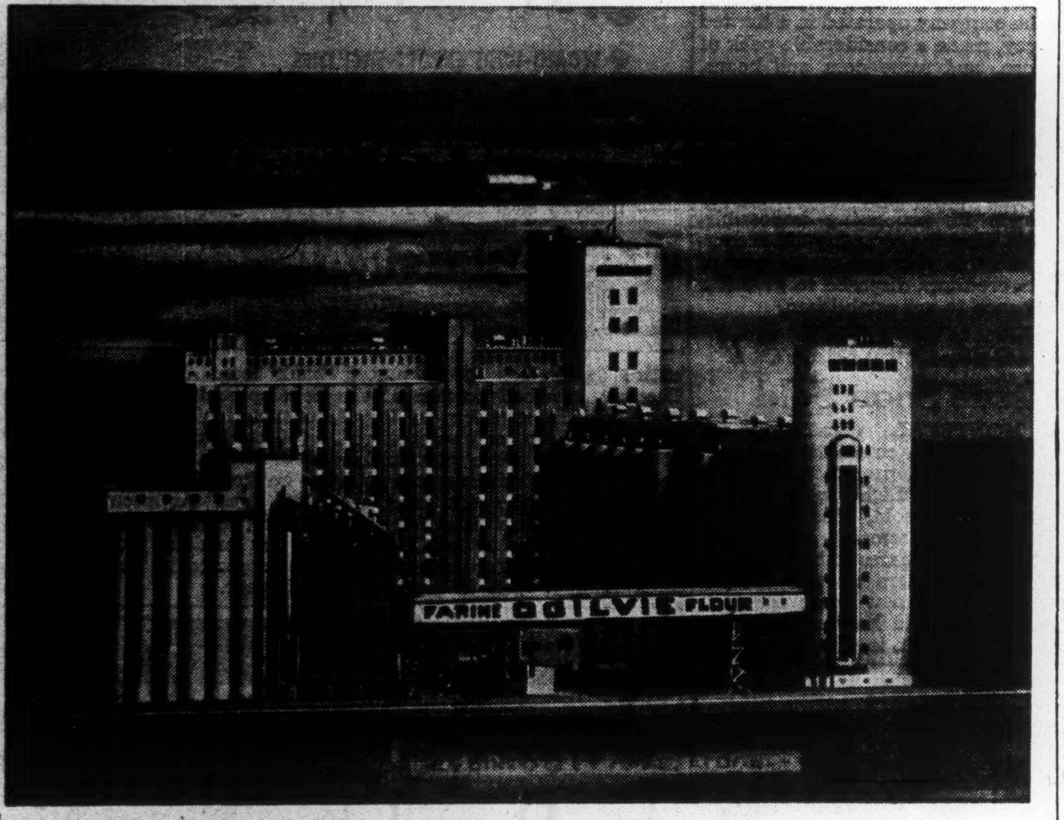


THE NEW OGILVIE MILL LOCATED AT 997 MILL STREET, MONTREAL, QUE.

A MILESTONE!
A PROMISE!

The new Ogilvie Mill now nearing completion in Montreal is the latest of many progressive developments in the long history of The Ogilvie Flour Mills Co., Limited. In full operation not later than the spring of 1948, it employs the most up-to-date techniques of milling practice and incorporates every consideration for the comfort and safety of Ogilvie workers.

Providing, as it will, greater ease of handling and more efficient production methods, the new mill will enable Ogilvie to maintain leadership with even better service to its trade.

THE OGILVIE FLOUR MILLS CO., LIMITED

Gas has got it!

for DEPENDABILITY

and AUTOMATIC CONTROL

There's more than a thousand uses for GAS—the universal fuel.

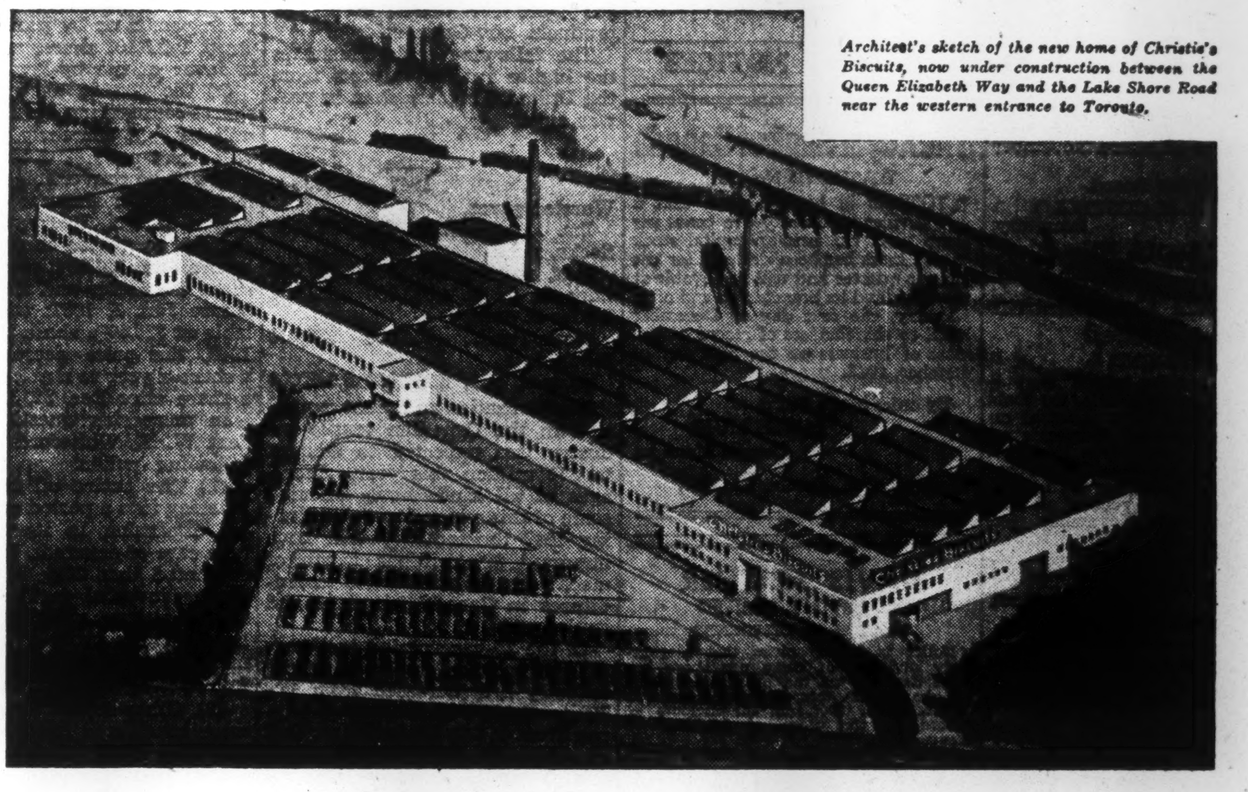
One of its most important uses is in the making of steam for many purposes.

Here the gas-fired boiler in the background is supplying steam to a plastic moulding machine at Del-Cate International Limited 108 Lombard Street, Toronto.

INDUSTRIAL DEPARTMENT
124 Richmond Street West
Adel. 6941

Dependability, simple automatic control
DO YOU NEED THESE?
Take the guess out of your heating problem with GAS!

The CONSUMERS' GAS COMPANY


Architect's sketch of the new home of Christie's Biscuits, now under construction between the Queen Elizabeth Way and the Lake Shore Road near the western entrance to Toronto.

This great new Christie bakery is a symbol of our faith in Canada's future . . .

Away back in 1853, Christie's Biscuits were first made in a little shop in Toronto. From this modest beginning grew the chain of Christie's bakeries and branches that now stretches across Canada.

Today, as 1947 draws to a close, a great new Christie bakery is rising on a 25-acre park-like site near the western entrance to Toronto. When completed, it will be the largest and most up-to-date biscuit bakery in Canada, and enable us to give better service than ever to our thousands of grocer-customers.

During the 94 years that Christie's have grown and prospered with Canada, we have never doubted the splendid destiny of this country. And so, in this troubled post-war period, we like to think of our new bakery as a symbol — *a symbol of our faith in Canada's future.*

Christie's 1853

CHRISTIE, BROWN AND COMPANY, LIMITED
Bakeries: Toronto and Winnipeg

DIVIDEND NOTICES

THE BANK OF NOVA SCOTIA

Notice is hereby given that an extra distribution of twenty cents per share on the paid-up Capital Stock of this Bank has been declared for the year ending 31st October next to shareholders of record of 16th December next and that the same will be payable on and after Friday, the second day of January next, at any of the offices of the Bank in Canada.

By Order of the Board.

H. L. ENMAN,
General Manager.

Halifax, N.S., 28th October, 1947.

THE BANK OF TORONTO

Dividend No. 265

Notice is hereby given that a Dividend of Thirty Cents per share on the Paid-Up Capital Stock of this Bank has been declared for the current quarter, payable at the Head Office of the Bank and its branches on and after the first day of December next, to shareholders of record at the close of business on November 15th, 1947.

By Order of the Board.

B. S. VANSTONE,
General Manager.

Imperial Tobacco Company of Canada, Limited

DIVIDEND

NOTICE is hereby given that an Interim Dividend (No. 175) of ten cents (10c.) per share on the paid-up Ordinary Shares of the Company has been declared payable on Wednesday, the 31st day of December, 1947, to shareholders of record at the close of business on Tuesday, the 18th day of November, 1947.

By Order of the Board.

A. L. ROBERTSON,
Secretary.

Montreal, P.Q., 31st October, 1947.

DONOHUE BROTHERS LIMITED

NOTICE OF DIVIDEND

Notice is hereby given that a dividend of $0.25 per share has been declared on the ordinary shares of the Company for the quarter ending 30th November, 1947.

The said dividend will be payable on 1st December, 1947, to shareholders on record as at the close of business on 15th November, 1947.

By Order of the Board.

A. EMILE BEAUVAIS, C.A.
Secretary.

Lake Shore Mines Limited

(No Personal Liability)

DIVIDEND NO. 111

NOTICE is hereby given that a dividend of Eighteen Cents per share on the issued capital stock of the Company, will be paid on the fifteenth day of December, 1947, to shareholders of record at the close of business on the fifteenth day of November, 1947.

By Order of the Board.

Kirkland Securities Limited,
Secretary.

Dated at Kirkland Lake, Ontario, October 30th, 1947.

Woods Manufacturing Company, Limited

Notice is hereby given that a quarterly dividend of Fifty Cents (50c.) per share on the No Par Value Common Shares of the Company has been declared for the quarter ending December 31st, 1947, payable December 17th, 1947, to shareholders of record November 17th, 1947.

By Order of the Board.

J. G. COSTELLO,
Secretary.

Montreal, October 31, 1947.

Disher Steel Construction Co., Limited

DIVIDEND

Notice is hereby given that a dividend of One and 87½/100 Dollars per share has been declared on account of arrears of dividends on the Class "A" Cumulative Redeemable Preference Shares of the Company, payable November 15th, 1947, to shareholders of record at the close of business November 1st, 1947.

By Order of the Board.

THOS. E. BOYCE,
President.

Toronto, October 28th, 1947.

Dominion Coal Company Limited

DIVIDEND NOTICE

Notice is hereby given that subject to obtaining the approval of the Foreign Exchange Control Board of Canada a dividend of 38 cents per share on the outstanding 6% cumulative Sinking Fund Preferred Stock of this Company has been declared payable on 5th December, 1947, to shareholders of record at the close of business on 5th November, 1947, such dividend being for the quarterly period ending September 30th, 1947.

By Order of the Board.

R. C. McDONALD,
Secretary.

Montreal, P.Q.
October 31st, 1947.

Acme Glove Works Limited

DIVIDEND NOTICE

A dividend of Fifty Cents (50c) per share has been declared on the Cumulative Preferred Shares of Capital Stock of this Company, to be paid on the first day of December, 1947, to holders of such shares of record on the share records of the Company at the close of business on the fifteenth day of November, 1947.

By Order of the Board.

C. H. DAWSON,
Secretary.

Montreal,
October 28th, 1947.

Robinson, Little & Company, Limited

WINNIPEG, MANITOBA

CLASS "A" SHARES—DIVIDEND NO. 4

Notice is hereby given that a dividend of twenty-five cents (25c) per share on the Class "A" shares of the Company has been declared payable on 1st December, 1947, to holders of record at the close of business on the 15th day of November, 1947.

By Order of the Board.

HERBERT J. SADLER,
Secretary-Treasurer.

Dated at Winnipeg, Manitoba, November 1st, 1947.

Pool Elevators Debt Reduced By $1,959,000

From Our Own Correspondent

WINNIPEG — The $2.1 million capital debt owing the province by Manitoba Pool Elevators has been reduced to $140,990.

At its 22nd annual meeting here the Pool Elevators, which now has 182 local associations, reported a surplus for growers of $1,311,394 after deductions for depreciation on country and terminal elevators, and interest on debt. The figure does not take into account the sum owing for income tax.

The report covered the crop year ended July 31, 1947. Last December the company paid patronage dividends of $1,517.040 and at end of July a further $1,881,229 was paid after income tax settlements for the years 1942 to 1945 inclusive.

During the year, the gross handle of Manitoba Pool Elevators, including carry-over and returned to owners, was 38,310,960 bushels, 20% more than the previous year, and 39.1% of all deliveries to country elevators in the province. Compared with the year before, deliveries were:

	1946	1945-46
Wheat	20,473,736	12,945,451
Oats	6,471,639	6,441,848
Barley	10,209,483	10,260,374
Rye	106,119	68,973
Flax	1,038,434	771,470
Peas	15,754	nil
Buckwheat	1,795	nil

The original $2.1 million capital debt to the province was incurred on operations of 1930, 1931, and 1932, when the province guaranteed the banks $3,374,940 owing by the Manitoba Wheat Pool and Manitoba Pool Elevators.

To enable the pools to carry on, the province reduced the debt by $1,274,939 and the Manitoba Pool Elevators assumed the balance. Last winter in the Legislature G. S. Thorvaldson, Winnipeg Progressive Conservative, called on the government to arrange for repayment by Pool Elevators of the $1,274,939 write-off charged to the taxpayers. The resolution was defeated.

Etobicoke Township Sells New Debenture

Etobicoke Township has sold $837,000 debentures dated Dec. 15 with $407,000 2¾% maturing Dec. 15, 1948-57 and $430,000 3⅛% maturing Dec. 15. 1958-67.

Purpose of issue—schools $318,000, hydro $100,000, local improvements $419,000. The 2¾% debentures have been sold, and the others are being offered at 101.33 through the piece to yield 3.01%. The issue is being offered by a syndicate comprising Harrison & Co. and Bankers Bond Corp.

DIVIDEND NOTICES

The Royal Bank of Canada

DIVIDEND No. 241

NOTICE is hereby given that a dividend of twenty-five cents per share upon the paid-up capital stock of this Bank has been declared for the current quarter and will be payable at the Bank and its branches on and after Monday, the first day of December next, to shareholders of record at the close of business on the 31st day of October, 1947.

By order of the Board.

JAMES MUIR
General Manager.

Montreal, Que., October 21, 1947.

DAVIS LEATHER COMPANY LIMITED

NOTICE OF DIVIDENDS

Notice is hereby given that a quarterly dividend of 37½c per share has been declared on the outstanding Class A shares of this Company payable December 1, 1947, to shareholders of record at the close of business on November 1, 1947.

Notice is hereby given that a quarterly dividend of 17½c per share has been declared on the outstanding Class B shares of this Company payable December 1, 1947, to shareholders of record at the close of business on November 1, 1947.

By Order of the Board.

R. BURNS LIND,
Secretary-Treasurer
and General Manager.

Newmarket, Ontario,
October 28, 1947.

GLOBE OIL COMPANY, LIMITED

DIVIDEND No. 7

NOTICE is hereby given that a dividend of one and one-quarter cents (1¼c.) has been declared on the outstanding capital stock of this company, payable December 1st, 1947, to shareholders of record at the close of business on the 15th day of November, 1947.

By Order of the Board.

(Signed)
J. H. R. THOMSON,
Secretary.

Dated at Calgary, October 27, 1947.

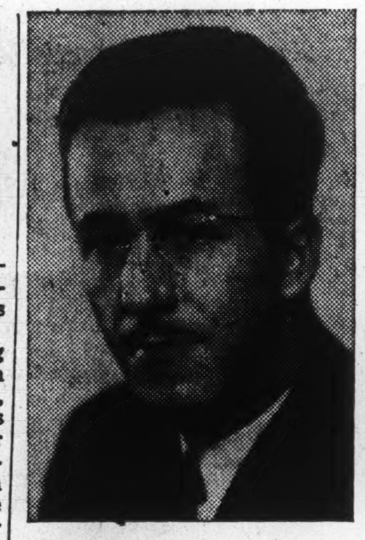
THE DOMINION BANK

Notice is hereby given that the Annual General Meeting of the Shareholders will be held at the Head Office of the Bank in Toronto, on Wednesday the tenth day of December, 1947, at 2.30 o'clock p.m.

By Order of the Board.

Robert Rae,
General Manager.

Toronto, 21st October, 1947.



G. N. MARTIN of Dominion Bridge Co. is the first Canadian elected a trustee of the American Boiler Manufacturers' Association.

Textile Imports Help Heighten Dollar Crisis

The sharply increased rate of Canada's imports of knit goods, hosiery and wool manufacturers from the United States is a serious factor in Canada's worsening dollar relationship with the United States.

It is also clogging inventories of domestic distributors, with goods of much less intrinsic value, dollar for dollar, than the goods of Canadian production. So said President B. K. Gunn, at the 25th annual meeting of the Canadian Woollen and Knit Goods Manufacturers Association in Montreal last week.

Imports for the first six months of this year from the United States of knit goods, hosiery and wool manufactures were at a record high of $11.7 millions. Comparable imports for the first six months of 1938 were only $157,000. These imports had to be paid for in U. S. dollars of which Canada is short. Since there were cases where such goods could not be sold in competition with Canadian goods, it resulted in a rash of advertisements featuring the word "imported"; and in some cases Canadian goods were kept off the counters, to permit the liquidation of inferior United States articles.

Textiles Big Factor

More than half the United Kingdom's supply of Canadian dollars results from Canadian purchases of textiles. In the first six months of this year, imports from this source of all goods amounted to $84 million of which $42 were for textile fibres or products, Mr. Gunn said.

The following table illustrates the higher rate of imports from the United Kingdom than in prewar days:

	First 6 mos. 1947	First 6 mos. 1938
Worsted yarns, lbs.	1,383,000	846,000
Socks, stockings, pairs .	2,360,000	589,000
Carpets, sq. ft.	4,563,000	567,000
Under & outer-wear, lbs. ..	464,000	86,000
Wool cloth, sq. yds.	6,119,000	6,949,000

Modernization and plant expansion in the Canadian textile industry was expected to amount to $70 million this year. Shortages of all kinds have deferred some of this expenditure, but during 1947 the industry will have imported $20 millions worth of machinery, in addition to expenditures in Canada for plant and equipment.

In the 25-year period just ended, the number employed in the industry has increased from 17,000 to 41,000 and the annual payroll from $14 to $54 millions; that is, while the population of Canada increased 40%, the number of employed in the industry increased 140%, and the annual payrolls by 285%, Mr. Gunn said.

Picture Expands For Milton Brick

Total 1947 sales for Milton Brick Co. will probably be $40,000 ahead of 1946, President G. M. Keely states in a progress report. Demand for brick today is as high as in the last five years, and will likely continue so for a number of years, he states.

The company is in the middle of its large-scale expansion program inaugurated two years ago, to establish "an excellently equipped modern plant capable of producing tremendous quantities of high-grade brick on a very economical basis." At the end of the present program there will be four of the latest new tunnel kilns, each producing 1,000 bricks an hour, 24 hours a day, 365 days a year. The first of these began to operate last March and has been living up to expectations, it is said. The second tunnel kiln will be built soon; the third will be started in 1948 and a new brick-making machine will then be needed.

Additions have increased fixed assets $195,000 to date, or 60c a share. The company has no funded debt or preferred share interest.

Brix-Fix Waterproofing Available in Canada

Maitland & Ross Ltd., 18 Toronto St., Toronto, are Canadian distributors of "Brix-Fix" waterproofing material, with more than 200 dealers in Ontario and others across Canada. "Brix-Fix" is now available in Canada, contrary to a previous report.

Imperial Likes Gas Pipe Line To B.C. Coast

From Our Own Correspondent

VANCOUVER — A further possibility that a pipe line for natural gas may be constructed from Alberta to the Pacific Coast was envisioned by Henry H. Hewetson, president of Imperial Oil, on a visit here.

Mr. Hewetson said that his company, which has huge gas reserves in Alberta, would be willing to take part in "any responsible venture" to market prairie gas in British Columbia.

"Alberta's gas reserves are a valuable asset and will most definitely find a market eventually," he said.

It had previously been announced, both in Vancouver and Calgary, that a large U. S. firm, which had constructed huge pipe lines in the southern States, was studying possibilities of building a line to the coast, which would supply Vancouver, Seattle and Portland. It was declared that the line would be "economically feasible," if gas supplies sufficient for 25 years of operation could be obtained.

The Alberta Government has not approved plans to export gas but it is thought that a sound proposition, that would not seriously deplete the tremendous gas reserves of the province, would be permitted.

Won't Explore B. C. Fields?

Premier John Hart of British Columbia has announced that several oil companies are interested in exploring the Peace River district, to seek oil fields similar to Alberta's. From Imperial's point of view, however, it doesn't seem likely that large companies are interested now in B. C.'s oil potential.

Mr. Hewetson said that he sees little hope of large capital expenditure by Imperial in B. C., as regulations pertaining to exploration are too restrictive, and the Government's policy "gives no great encouragement for capital expenditure."

Mr. Hewetson also criticized the B. C. Coal and Petroleum Control Board.

Approve Pref. For B. A. Oil

Shareholders of British American Oil Co. approved By-law 44 which authorized an increase in the capital stock by creation of 800,000 preferred shares, par $25, at a special general meeting this week. Owners of 1,452,899 shares (about 52.5% of the outstanding 2,772,642 shares) were represented in person or by proxy and, of these, 1,448,101 shares were voted in favor of the by-law.

Of the 800,000 shares, 400,000 shares constituting the first series, will be sold currently. The first will carry a 3¾% dividend rate, and will be convertible into common at $25 a share if converted before Jan. 1, 1951; at $27.50 a share if converted thereafter and before Jan. 1, 1954; and at $30 a share thereafter and if converted before Jan. 1, 1957; will be callable at $26.50 a share to Dec. 31, 1949, the price decreasing 25c. a share a year to a price of $25.25 a share after Dec. 31, 1953.

In answering questions President W. K. Whiteford made the following points:

(1) The entire oil industry is entering into a period of the largest expansion in its history to take care of demands. It has been estimated that 20% of the total money invested in the industry in its history will be spent in the next two years. "No prudent management could stand by and fail to keep up with this trend."

(2) Other forms of financing were considered by directors but this type was considered cheaper in the long run and in the best interests of shareholders. It did not seem wise to finance by increasing the debt through issuance of debentures, as it was felt important for the company not to be too heavily loaded with debt for the future. Issuance of more common was also considered unwise, as, due to world conditions, the market might not stay strong enough for its issuance.

(3) In the last 10 years net earnings have totalled $31 millions, of which shareholders have received $27 millions. Dividends have been paid out at a greater rate than in the other large oil companies. B-A Oil has paid out better than 90% of earnings as against an average of 49% for 30 other large companies.

(4) Mr. Whiteford had recommended financing through a cut in the dividend rate but directors had over-ruled him.

(5) The directors do not know when the second series might be issued.

(6) Although approval is asked for more preferred than is currently being sold, the form of additional financing which will be needed in the next three years, will be decided then by the directors by what is best for the company — debentures, preferred or common stock.

(7) Directors have arranged for widest distribution possible (coast to coast) on the preferred.

(8) More than $10 million business is being done this year at no profit in order to meet the needs of the public. (Other oil companies are in a similar position, Mr. Whiteford pointed out.)

Three-year Wheat Payments Business Bulwark in Sask.

From Our Own Correspondent

SASKATOON — Announcement that 20 cents a bushel is to be recommended to parliament as a payment on the 1945, 1946 and 1947 wheat crops is regarded here as ensuring for some time, the present level of business.

Payment of this sum, likely to be made some time next June, would probably mean close to $100 millions in the hands of Saskatchewan farmers. In the three crop years mentioned, the province produced around 532 million bushels and marketed about 470 millions. It is regarded here as a sign that the Wheat Board must have a tremendous reserve if it is in a position to pay out such a sum now, as an addition to the initial wheat payment.

Grain men, pointing to the impact of the recent $40 million distribution in this province as a result of the 18-cent a bushel payment on the 1944 crop, said the additional disbursement would act as a substantial cushion in maintaining present business trends. These, if bank clearings are any criterion, are steadily pointing upward, as clearings continue to run about 10% ahead of 1946.

Municipalities which this year suffered severe crop reverses have reported tax collections generally exceptionally good, and merchants in rural areas report "excellent" business.

In general the farm financial picture remains bright and with higher payment promised for 1948 wheat, it requires only a good average crop next year to keep all business at its present peak, businessmen here believe.

It should be remembered that some districts in Saskatchewan have experienced three straight poor crop years, yet general trade conditions in those sectors have remained remarkably good, and a backlog of savings has proved of immense value.

St. Lawrence Subsidiaries Operating Earnings Are Up

MONTREAL, (Staff) — St. Lawrence Corp. three operating companies report big increases in operating earnings for the first nine months of 1947. Earnings for St. Lawrence Paper Mills are up 70%; Brompton Pulp & Paper up 130% and Lake St. John Power & Paper Co. up 45%. With the exception of Lake St. John, however, subsidiaries showed a decline in operating profits in the third quarter of 1947 from the previous three-month period.

St. Lawrence Paper Mills with a net earnings of $2,949,642 for the first nine months, showed a net profit after deductions of $1,636,869. This included $108,000 received from Lake St. John by way of preferred dividends, plus $408,528 in common dividends from the same company. Earnings per share on the St. Lawrence Paper preferred were $13.11 (against $9.94 a share for the full 1946 year.) On the common stock (all held by St. Lawrence Corp.) earnings per share were $2.09 (96 cents for 1946). Until arrears on the St. Lawrence Paper preferred are cleared up, it is pointed out, common share earnings of this company are only significant in that they indicate potential earnings which may accrue to St. Lawrence Corp. shareholders.

Brompton, with net operating earnings of $2,576,377 showed net profit of $890,000. This represented earnings on the 300,000 common shares outstanding of $2.97 a share, ($2.13 earned for the full 1946 year.) The company points out, however, that the Red Rock Division was just starting up in the first quarter of 1946. Brompton this year brought a newsprint machine into production, but it is believed that the full effect of this new operation on the company's earnings is not yet fully apparent.

Per Share Earning Up

Net operating earnings of Lake St. John totalled $2,864,016, a net profit of $1,074,703; equivalent to per share earnings on the preferred of $59.70 ($48.46 in the full year 1946). On its 100,000 common shares outstanding Lake St. John earned $9.94 ($7.64 in 1946). Preferred dividends of $108,000 for the full year have been paid by this company, and $450,000 in common dividends. All the preferred and most of the common payments went to St. Lawrence Paper Mills.

The company states that directors have decided not to refund Lake St. John bonds at present. It is thought likely that refunding will await a general reorganization of the St. Lawrence Corp. capital structure.

St. Lawrence Paper Mills and Lake St. John show pension payments of $149,301 and $43,610 respectively, including 10% of the provision for past services, which amount is being written off over ten years. Deductions for depreciation depletion, pension fund, taxes, etc. of St. Lawrence totalled $1,829,301 for the nine-months; in the third quarter, $769,301 ($199,301 for the second quarter). Brompton showed total deductions of $1,685,378 from net operating earnings and Lake St. John $1,789,312.

While net operating earnings of the three companies showed a big increase over last year. St. Lawrence Paper Mills, third quarter earnings were $969,589, down from the second quarter total of $1,096,165. Third quarter net operating earnings of Brompton were also down at $894,927 ($923,931). Lake St. John showed an increase at $1,018,276 ($999,457). Net operating earnings of all three companies were above those of the first three-month period.

N. Y. Exchange Boosts Rates 20%

Commission rates on the New York Stock Exchange will be boosted by approximately 20% effective Nov. 3, 1947. A new amendment passed by members of the exchange provides for the conversion from a rate per share to a money basis on stocks selling at 50c or more a share. The new rates are graduated according to the amount of money involved in a single transaction (The Financial Post Oct. 11, 1947).

The new rates are:

First	$100	6%
$100 to	$999.99	1% plus $5.00
$1,000 to	$3,999.99	½% plus $10.00
$4,000 and above		1/10% plus $26.00

In addition, the new amendment provides that when the amount involved is less than $15, the minimum commission shall be mutually agreed; for transactions of $15 and up to $100 the minimum commission shall be 6% of the sum involved; for transactions of $100 and above the minimum commission shall not exceed 50c per share, but also the total commission in any event shall not be less than $6.

Strive to Assist Prairie Canneries

From Our Own Correspondent

WINNIPEG — A committee of creditors has been named to try to adjust financial difficulties of Prairie Canneries, Ltd. at Winkler.

The company has pressing liabilities of about $60,000 and an arrangement is being sought to enable it to operate in 1948.

High prices, strikes, and difficulty in getting materials, are said to be the chief causes of the company's present position. Original estimates were that the plant could be built and equipped for about $160,000. Actual costs ran up to about $240,000.

The program planned for this year could not be carried out but the company operated in a limited way, made a considerable pack of corn, and some peas and beans, and on its actual operations, reports a net profit of $14,000.

Some growers who took contracts to grow vegetables for the plant lost part of their crop because unsuitable water supply made its processing impossible. But what the company did accomplish this year has made most of its creditors disposed to give it a chance to get established.

Nova Scotia L&P Issue Soon Sold

MONTREAL, (Staff)—All of the 20,000 4% cumulative redeemable par $100 preferred shares of Nova Scotia Light & Power Co. have been sold, The Financial Post is informed. While the number of shares subscribed for by shareholders on the offering basis of one new share for each 12 shares held has not yet been determined, it is stated that the entire issue has been placed. The unsubscribed portion of the issue was underwritten by Royal Securities Corp. and was offered at par. Sales were particularly heavy in the Maritimes, it is said.

Proceeds of the new issue are being used to capitalize expenditures made prior to Jan. 1, 1947; to cover in part capital expenditures in 1947 and to pay off a bank loan. Principal additional developments now under way are construction by a subsidiary of a 4,000-hp hydro-electric plant on Methals Brook, N.S., (expected to be completed by the fall of 1948) and replacement of the existing tramway system in Halifax by modern trolley coaches, also expected to be in operation next year.

Grain Prices

Winnipeg Grain Futures

Week to Nov. 3, 1947

Crop year from Aug. 1, 1947 High	Low		High for week	Low for week	Close Nov. 3
		Oats			
.96¾	.85	Dec.	.92⅜	.81¼	.82¼
.95½	.78⅛	May	.89⅞	.78⅛	.78⅞
.95½	.75½	July	.85	.75½	.75⅞
		Barley			
1.31	1.12¾	Dec.	1.23¼	1.12¾	1.17½
1.30	1.10	May	1.19½	1.10	1.11¾
1.24½	1.07½	July	1.14¾	1.07½	1.07¾
		Rye			
4.04½	2.19	Dec.	3.88	3.66	3.79
3.85⅝	2.44¼	May	3.71⅞	3.47	3.53⅛
3.57½	3.10	July	3.36	3.24	3.26

Cash Quotations

	For Week Nov. 3 High	Low	Prev. Week High	Low
Oats				
2 C. W. ..	.95	.85	.96	.65
3 C. W. ..	.94	.84	.97¼	.65
Barley				
1 Feed ..	1.22¾	1.14	1.25	.93
2 Feed ..	1.20¼	1.12	1.22	.93
Rye				
2 C. W. .	3.84	3.72	4.07¼	3.67¼

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Net Earnings of Chartered Banks Estimated Equal to or Above 1946

Five of the Canadian chartered banks closed their fiscal years on Oct. 31 and their financial statements which will be appearing soon are expected to show earnings somewhat higher than a year ago.

The five banks whose years close on Oct. 31 are the Imperial, Dominion, Nova Scotia, Montreal and Commerce.

The Imperial Bank's statement is usually the first to appear, (in 1946 it was issued Nov. 22), the others following closely. Barclay's Bank Canada closes its year Sept. 30 but it does not issue an earnings statement and information regarding the year's operations is usually given out at the annual meeting.

The Imperial Bank's report is usually regarded as giving an indication of what the other bank statements will show.

Larger gross earnings with expenses also higher but still not so much that they will prevent the banks showing better net profits are expected to feature the 1947 returns.

How Figures Compare

Here's how the important items in the aggregate figures of all the banks, in the last bank return to the Finance Minister dated Aug. 31, compare:

ASSETS AND DEPOSITS
Aug. 31, in millions of $

	1947	1946
Total assets	7,795	7,342
Loans in Canada	1,887	1,348
Investments	4,108	4,336
Loans ex Canada	268	226
Total public deposits, Canada	5,832	5,614
Demand deposits	2,058	2,148
Savings deposits	3,774	3,466
Deposits, foreign	858	781

Revenues of the banks come from three main sources: loans, investments and service charges.

Traditionally interest from loans is the big item in bank earnings. But during the war years, interest from investments displaced it as the biggest factor. During the war, business was not borrowing as heavily as under normal conditions and the banks accordingly had a much larger proportion of their assets in government securities. As the yield on these averaged substantially less than that usually obtainable on sound loans, gross earnings were not as large as might have been expected from the expansion in assets.

Loans up Securities Down

A comparison of the figures above indicates that during the year ended Aug. 31, there was a swing back toward normal conditions, loans increasing about $539 millions while investments declined $228 millions, leaving a net increase of earning assets of $311 millions for all the chartered banks.

Bankers generally say there has been a substantial increase in ordinary business borrowing, due to the greater activity in trade and industry and the higher prices. Merchants and manufacturers, when they could get the material were ready to expand inventories and this as well as larger payrolls was frequently financed by bank credit until the finished products were sold.

Grain loans, however, this year are believed down somewhat from a year ago due to the smaller crop. Some other classes of loans such as to wholesalers and manufacturers are believed higher. There has also been some borrowing under the Veterans' Business and Professional Loans Act. Interest rates range from about 3% when secured by government bonds to around 4½% for good commercial risks. In some quarters, they may be higher. In recent months there has been a little firmer tone detected in commercial loan rates although this has had no apparent effect on the actual rates charged.

Bank Services Keep Pace

Earnings from bank services it is estimated remain much about the proportion of the total as in previous years.

Expenses, however are said to be higher; "away up" was the way one general manager described it. Salary bills, rents, stationery, fuel and practically everything has cost more, bankers say. Taxes, too, will be a substantial item, as well as the $300 millions increase in savings deposits on most of which interest has to be paid at 1½%.

Despite all the increased cost of doing business, however, it is believed most banks will show higher net earnings after all expenses. Two banks recently increased their dividend rate for the final quarter of the year.

Bank Debits Up In Four Areas

Total For Canada For Nine Months Also Above 1946 Level

Increased economic activity in Canada in September as compared with the same month last year is indicated in an increase of almost 1% in total value of cheques cashed at the clearing house centres of Canada. Total for the month was $5,934 millions.

Gains over last year were shown in three of the five economic areas as follows: Maritimes 22.5%; Prairies 13.7% and British Columbia 19.4%. Quebec's total declined 6.2% and Ontario's 3.5%.

For the first nine months of the year the total was $53.7 billions, a gain of 5.7%, reflecting the greater business activity and higher prices. Increases were: Maritimes 8.4%; Quebec 10%; Prairies 12.8% and British Columbia 22%. Ontario total debits were down 2.5%.

Figures for September with comparisons follow:

	Sept. 1947	Aug. 1947	Sept. 1946
	(In Millions of $)		
Maritimes:			
Halifax	75.9	65.7	60.5
Moncton	26.7	24.6	20.7
Saint John	39.1	38.6	34.4
Total	141,7	128.9	115.6
Quebec:			
Montreal	1,504.9	1,362.4	1,675.9
Quebec	189.1	165.3	135.1
Sherbrooke	20.2	18.9	16.6
Total	1,714.2	1,546.6	1,827.6
Ontario:			
Brantford	25.1	24.7	21.4
Chatham	18.6	18.0	14.4
Fort William	21.2	16.8	16.9
Hamilton	140.1	129.9	117.2
Kingston	17.1	16.4	17.0
Kitchener	33.9	33.2	25.3
London	79.9	82.4	64.3
Ottawa	311.2	252.8	545.3
Peterborough	19.5	19.4	16.2
St. Catharines	25.2	22.9	20.9
Sarnia	22.4	19.3	22.4
Sudbury	16.5	16.4	13.0
Toronto	1,601.9	1,332.4	1,545.8
Windsor	93.5	90.0	74.7
Total	2,425.9	2,074.7	2,514.9
Prairie Provinces:			
Brandon	10.7	9.3	8.5
Calgary	145.3	140.0	125.8
Edmonton	84.9	111.3	101.7
Lethbridge	15.6	14.7	13.5
Medicine Hat	11.0	7.0	7.0
Moose Jaw	16.7	17.2	17.2
Prince Albert	8.7	9.3	8.3
Regina	138.1	92.9	108.8
Saskatoon	37.2	33.6	29.6
Winnipeg	677.6	511.8	587.7
Total	1,145.8	947.2	1,008.0
British Columbia:			
New W'minster.	25.1	24.5	18.5
Vancouver	407.9	442.3	333.2
Victoria	73.6	72.1	69.5
Total	506.6	538.9	424.2
Total for Canada	5,934.4	5,236.3	5,890.5

Staff Changes

The Royal Bank of Canada announces the following staff changes:

K. A. WRIGHT, accountant, Camrose, Alta., to be manager, Beiseker, Alta.

R. M. LEVEILLE, accountant, Papineau Ave., Montreal, to be accountant, Edmundston, N.B.

J. A. J. BOURGEOIS, accountant, Van Horne & Outremont, Outremont, Que., to be accountant, Papineau Ave., Montreal.

H. STOREY, accountant's department, East End, Vancouver, to be accountant, Cambie & Broadway, Vancouver.

L. D. MACKAY, accountant, Kentville, N.S., to be accountant, Dartmouth, N.S.

C. L. LYNCH, assistant accountant, Stanley St., Montreal, to be accountant, Queen Mary & Decarie, Montreal.

J. R. SIMONEAU, assistant accountant, Laurier Ave., Montreal, to be accountant, Van Horne & Outremont, Montreal.

C. CARSON, assistant accountant, Yonge & Richmond, Toronto, to be accountant, Noranda, Que.

V. M. RICE, credits superintendent's department, to be accountant, Port Hope, Ont.

C. A. CRAWFORD, assistant accountant, Queen & Bruce, Sault Ste Marie, Ont., to be accountant, Sturgeon Falls, Ont.

J. C. DODGE, assistant accountant Pictou, N.S., to be accountant, Middleton, N.S.

* * *

The Dominion Bank announces the following staff changes.

F. ROSS MacLEAN, formerly an assistant manager Toronto branch, to be supervisor at head office, Toronto.

GEO. RICHARDSON, formerly attached to inspection staff at head office to be manager Queen St. & Broadview Ave., Toronto.

A. TOMKINS, formerly manager Moose Jaw, Sask., to be manager Regina.

A. C. WILLIAMSON, formerly manager The Pas, Man., to be manager Moose Jaw.

T. B. CONNOCHIE, formerly manager Queen St. & Broadview Ave., Toronto, to be an assistant manager Toronto.

O. S. BLUES, formerly accountant Saint John, N.B., to be accountant Winnipeg.

R. T. RANKIN, formerly accountant Winnipeg, to the staff of the western supervisor's department, Winnipeg.

W. J. RYNARD to be accountant Cobourg, Ont.

M. K. FARHALL to be accountant Selkirk, Man.

M. N. ARMSTRONG to be accountant Gravenhurst, Ont.

Bell Telephone Co. Opens Fifth Medical Centre

MONTREAL (Staff) — Fifth of its kind opened by the company, a fully-equipped medical centre was officially inaugurated this week at Bell Telephone Co. of Canada building in Hamilton. With a physician in charge, and a full-time nurse, the centre will be available to the company's more than 700 employees in the city. Periodic examinations, special examinations, and early diognosis of complaints and health education will be carried out.

Offices for doctor and nurse, examination room, sick bay and a sun-lamp room, are among the facilities available. Similar centres are already operated by the company in Montreal, Toronto, London and Ottawa, and a health centre is planned for Quebec. Dr. B. T. Rogers will supervise the Hamilton program.

Materials to Builders $281 Millions in 1946

More than $523 millions of "on-site" construction work — 41% above 1945's $371 millions — was performed in 1946 by the 18,310 general, trade and subcontractors reporting to May 31, according to a DBS preliminary annual summary out last week.

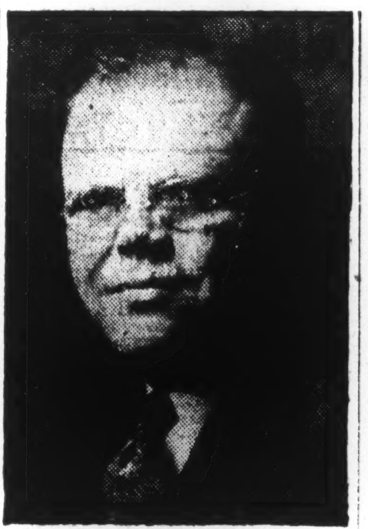
Of the $523 millions, $367.7 millions was for new construction (against $242.3 millions the year before) and $155.5 millions for additions, alterations and repairs (against $128.5 millions).

Cost of materials used was $281.3 millions, up 42% from $198.4 millions.

Average number of wage earners 88,924 (66,603); wages paid $154.3 millions ($111.3 millions); salaried employees and earnings 23,638 at $43.6 millions (20,887 at $35.1 millions); totals 112,562 at $197.8 millions (87,490 at $146.4 millions).

Final summary for 1946, scheduled to appear early 1948, may show totals about 20% higher than the preliminary figures here enumerated. That was the approximate difference between preliminary and final reports.

SILVER MILLER MINES has received payment for 50,000 shares at 27c a share. Issued capital—2,010,006 shares.



HAROLD M. LONG

president of H. M. Long Ltd., Montreal, has been elected a director of Montreal Trust Co.

BANK OF CANADA

	Oct. 29 1947	Oct. 22 1947
Liabilities	$	$
Capital paid-up	5,000,000	5,000,000
Rest fund	10,050,367	10,050,367
Notes in circ.	1,178,851,746	1,181,713,504
Deposits: Dom.	122,424,276	147,220,426
Chart. banks	530,348,720	488,635,273
Other	72,477,721	65,106,167
Total deposits	725,250,717	700,961,866
Liabs payable in sterling, U.S.A. and for'n gold currencies: Deposits	715,385	1,783,496
All other liabs.	25,537,602	30,315,350
Total liabs.	1,945,405,817	1,929,824,583
Assets		
Sterling & for'n. exchange	715,385	1,783,496
Subsid. coin	352,654	382,887
Investments:		
Dom. govt. sh.	1,106,165,863	1,096,579,604
Oth. Dom. gov.	790,731,814	781,820,021
Other secs.	25,000,000	25,000,000
Total invest.	1,921,897,677	1,903,399,625
Premises	2,467,533	2,467,328
All other assets	19,972,568	21,791,247
Total assets	1,945,405,817	1,929,824,583

Quebec's Hydro Helps Refinance Provincial Bonds

MONTREAL (Staff) — Quebec Hydro Commission will play the role of investment banker for the Quebec Government this month. Provincial 3% bonds, in an amount of $20 millions, due Nov. 1 will be refinanced partly by Hydro Commission money, it is stated.

Under an order-in-council passed last week, provision is made for Quebec Hydro to purchase $18.7 millions of new 2½% 14-year provincial bonds at par. This sum plus $1,295,000 in the sinking fund and the balance out of Quebec Treasury cash will be used to pay off the old bonds.

Quebec Hydro is reported to have 1¾% bonds in its investment portfolio, which will be sold to purchase the new 2½% bonds. Premier Duplessis said that by this method the Government will get par for the new issue with no commissions or other costs, other than for printing the new bonds.

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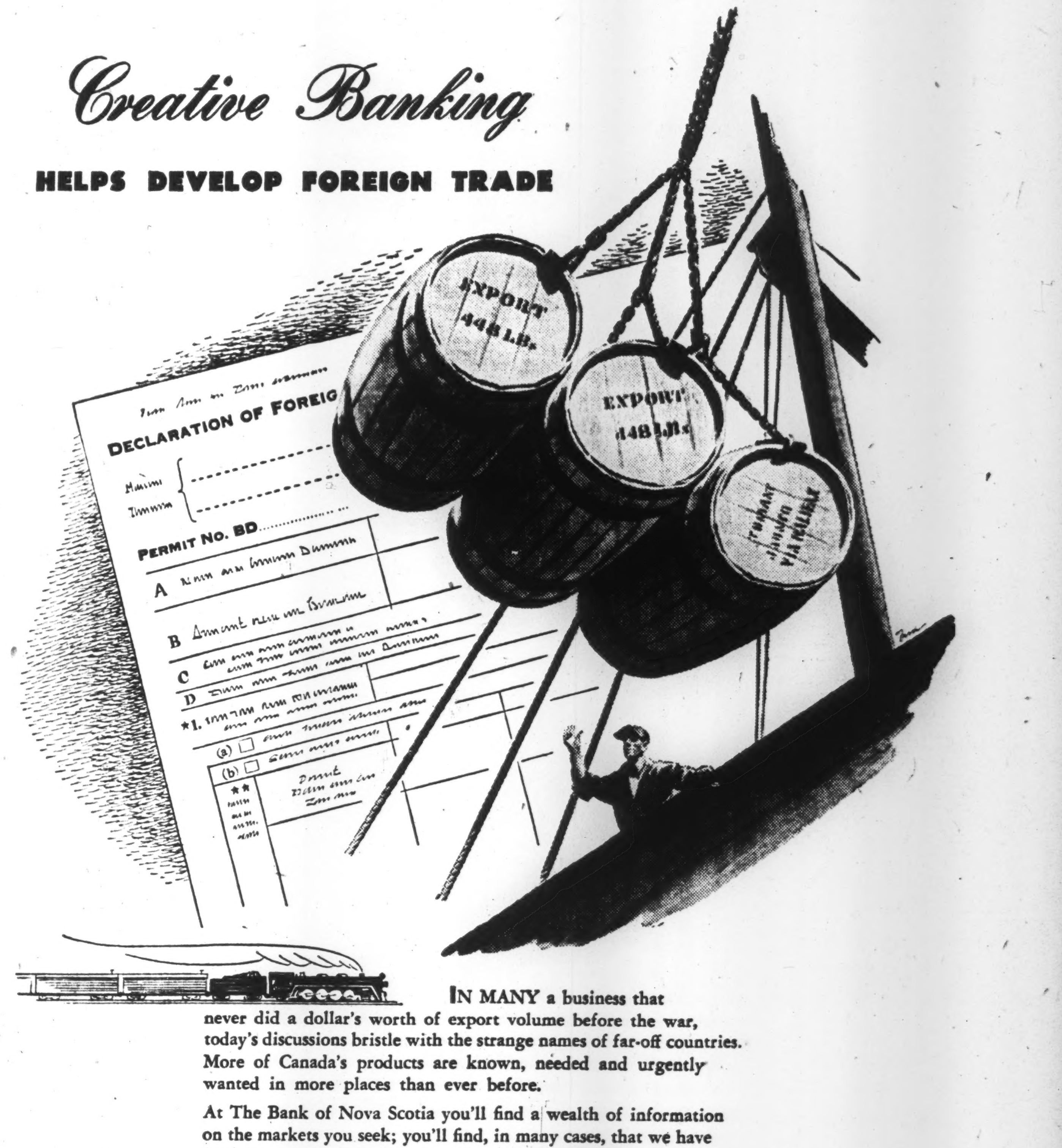
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THE BANK OF NOVA SCOTIA

THIS WEEK'S QUOTATIONS

Montreal and Toronto Winnipeg, Calgary and Vancouver

Quotations here listed are the official stock exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

WEEK ENDING OCTOBER 31

†Payable in 1948. ♦N. Y. funds. ♦Paid or payable in 1947. •Dividend deferred. •Paid in 1946. ‡Extra. xOn arrears. ‡Net after income taxes.

Mining Stocks

Week Ended October 31

Oil Stocks

* N. Y. Funds. † Paid in 1945. ‡ Paid in 1946. ‡ Capital Repayment. § Paid or payable in 1947. x Extra. ¿ Dividend deferred.

Volume of Stock Sales

	Montreal	Toronto	Vancouver	New York
Nov. 3	440,300	1,248,000	65,950	970,000
Nov. 1	......	....	......	510,000
Oct. 31	246,200	1,125,000	18,560	1,060,000
Oct. 30	352,100	834,000	38,985	1,750,000
Oct. 29	343,400	805,000	51,370	1,440,000
Oct. 28	290,200	848,000	53,400	1,260,000

Unlisted Stocks

(Compiled from quotations supplied by Intercity Securities Corp., Kamm, Garland & Co. and Kippen & Co.)

Nov. 3, 1947

	Bid	Ask.
Allens Toronto units	39.00	....
Anglo. Amer. Timber	....	1.25
Anglo Can. Telephone A	10.50	11.50
Do. pfd.	50.50	52.00
Beauharnois L. H. & Pr.	2.75	3.75
Beauharnois Power	.75	....
Brandram Henderson	13.00	15.00
British Mortgage and Trust	182.00	....
B. C. Sugar	90.00	93.00
Brockville Trust $50 par	60.00	....
Can. Invest. Fund	4.50	5.00
Can. Investors Corp.	7.25	8.00
Canadian Motor Lamp	10.00	11.50
Can. Silk Products A	25.00	26.50
Can. West. Nat. Gas pfd.	19.25	20.25
Capital Wire Cloth com.	10.50	....
Do. pfd.	23.00	....
Cawthra Apts. units	6.50	....
Chase A. W. units	37.50	....
Chatco Steel	12.00	12.75
Colonial Steamships com.	73.00	78.00
Commercial Finance com.	14.00	....
Commercial Life 10% paid	7.50	....
Commonwealth Inter. Corp.	3.47	3.61
Confed. Life 30% paid	165.00	....
Continental Life 20% pref.	42.50	....
Cooksville com.	11.75	....
Corp. Investors	8.50	9.25
Cuban Candn. Sugar com.	6.00	8.00
Detroit Internat. Bridge	13.50	14.50
Dover Industries Ltd.	11.50	12.50
Dunlop Tire pfd.	25.00	26.50
Dupuis Freres pfd.	27.00	27.75
Empire Life Ins. 25% pd.	17.00	19.00
Fed. Found. & Steel com.	.75	1.00
Foreign Power Co.	10.00	13.00
Foreign Power Sec. pfd.	7.00	9.50
Galt Brass com.	32.50	....
Goderich Elev. & Trans.	15.00	16.00
Great Lakes Power pfd.	112.00	....
Great West Life	395.00	410.00
Guardian Realty pfd.	39.00	....
Guaranty Co. of N. A.	400.00	430.00
Guelph & Ont. Svgs. $50	61.00	....
Halifax Ins.	15.50	17.00
Hart Battery com.	7.75	8.50
J. F. Hartz A	11.00	12.50
Imperial Life Assur.	355.00	380.00
Interprovincial Brick A pf.	49.00	....
Do. B pf.	19.00	....
Lambton Loan & Inv. $50	80.00	....
Laprairie com.	6.00	....
Do. pfd.	72.00	8.00
Loblaw Groc. Inc.	20.00	77.00
Manufacturers Life Ins.	350.00	21.00
Maxson Food System	1.00	370.00
Monarch Life 30% paid	91.00	2.00
Monarch Mtge. units	4.25	....
Montreal Trust Co.	91.00	6.00
Mountainview Apts. pfd.	17.50	....
Nat. Drug & Chem. c. new	7.50	....
Do. pfd.	12.00	8.25
New Brunswick Telephone	14.00	13.00
Northern Tel.	1.75	14.75
Ont. & Que. Rly. 6% cap. stk.	145.00	2.25
Ont. Tobacco Plant. units	75.00	....
Paramount Kitchener units	60.00	....
Peller Brewing com.	7.00	....
Do. pfd.	23.50	8.00
Prudential Trust	10.50	25.00
Royal Trust	101.00	....
Sawyer Massey com.	1.50	....
Seiberling Rubber com.	8.50	....
Sincennes McNaught. Tugs	2.25	10.50
Sherbrooke Trust	140.00	....
Sovereign Life 25% pd.	35.00	....
Standard Fuel pfd.	46.00	39.00
Do. com.	3.00	49.00
Sun Life Assce.	470.00	5.00
Third Can. Gen. Inv.	3.50	490.00
Toronto General Ins.	6.00	3.75
United Farmers Co-op.	3.50	8.00
United Steel A pfd.	25.00	....
University Tower	7.00	26.50
Victoria Trust & Svgs.	132.50	....
Waterloo Mfg. com.	5.50	....
Western Assurance com.	67.00	7.00
Western Grain com.	.75	....
Do. pfd.	21.00	1.25
York Trading com.	11.75	23.00

Significant Investors' Index Numbers

No. of Securities	Mach. and equip. 10	Pulp and paper 8	Milling 4	Oils 4	Textiles and clothing 9	Food and allied prod. 13	Beverages 8	Bldg. mater. 16	Power and traction 14	Banks 8	Total utilities 18	Total co's. 100
*1935 to date: (Base 1935-39=100)												
High	210.2	287.9	149.7	123.7	214.4	138.5	447.0	168.5	148.2	136.3	149.0	128.1
Low	69.7	51.6	61.2	41.2	78.4	73.5	79.3	66.7	60.3	60.0	65.2	61.1
1947: Monthly Figures:												
Jan.	179.9	253.7	124.9	63.0	182.9	124.0	303.5	124.0	108.1	133.1	117.7	106.2
Feb.	184.9	264.3	125.3	68.6	190.6	129.3	302.5	145.3	110.4	133.4	121.8	109.4
Mar.	180.5	257.6	123.1	65.8	185.9	129.3	291.9	140.2	112.6	130.6	120.1	108.4
Apr.	180.9	242.3	122.8	64.4	180.1	128.6	281.6	136.8	110.3	130.1	117.7	104.8
May	180.3	234.7	120.2	66.9	177.0	127.5	279.5	136.4	109.2	130.7	115.6	104.4
June	177.1	244.5	119.7	67.9	178.0	126.7	289.3	135.8	110.5	129.2	116.7	105.3
July	183.4	261.0	119.3	68.8	179.7	127.3	307.2	136.6	110.6	129.0	120.2	107.4
Aug.	182.1	255.4	117.8	66.6	178.8	126.9	303.1	135.0	108.8	129.4	117.1	105.5
Sept.	178.7	258.6	117.2	64.2	176.2	124.4	304.0	132.9	109.8	128.6	116.9	104.1
1947: Weekly Figures:												
Oct. 2	177.3	268.6	114.5	63.9	176.2	121.6	316.0	133.2	110.3	125.5	118.2	104.5
Oct. 9	179.7	272.7	117.2	63.6	175.6	121.9	317.8	132.4	109.7	124.9	117.4	104.8
Oct. 16	185.2	275.4	115.9	63.6	183.0	120.6	320.9	133.3	108.8	124.8	117.9	105.7
Oct. 23	190.1	280.0	120.0	62.6	187.2	122.4	323.8	136.0	108.4	128.0	117.4	106.2
Oct. 30	186.7	273.4	119.1	63.8	175.5	121.9	315.0	133.8	108.5	129.6	115.4	104.9

*High and low for year from 1935 to date inclusive are based on weekly figures issued by Dominion Bureau of Statistics.

Dow-Jones Closing Stock Averages

	30 Indust.	20 Rails	15 Util.	65 Stocks
Nov. 3	182.65	48.58	34.89	64.71
Nov. 1	182.48	48.66	34.85	64.68
Oct. 31	181.81	48.74	34.88	64.57
Oct. 30	181.32	48.51	34.88	64.39
Oct. 29	183.06	49.20	35.20	65.07
Oct. 28	183.21	49.51	35.30	65.24
Month ago	180.08	48.99	35.42	64.42
Year ago	174.40	51.10	36.41	62.86
1947 High	186.85	53.42	37.55	67.10
1947 Low	163.55	41.16	32.28	57.33

Toronto Stock Exchange Index

	20 Indust.	20 Golds	10 B.M.	15 W.O.
Nov. 3	170.67	113.86	84.48	26.18
Nov. 1	.....	.....	.....	.....
Oct. 31	170.21	113.17	84.01	26.56
Oct. 30	170.35	112.65	83.83	26.69
Oct. 29	172.07	113.50	84.68	27.01
Oct. 28	171.95	113.26	83.98	26.61
Month ago	171.27	115.10	82.26	25.41
Year ago	173.18	100.22	79.43	20.16
1947 High	184.21	118.21	96.14	34.97
1947 Low	159.82	96.31	77.91	22.28

Montreal Stock Exchange Averages

	10 Util.	20 Ind.	30 Comb.	10 Pprs.	15 Golds
Nov. 3	76.5	124.1	108.2	365.10	77.41
Nov. 1	...	....	....	....	....
Oct. 31	76.3	122.7	107.2	364.77	77.47
Oct. 30	76.4	122.5	107.1	363.27	76.35
Oct. 29	76.5	124.1	108.2	378.93	76.71
Oct. 28	76.3	124.3	108.3	371.52	76.69
Month ago	76.3	118.7	104.6	349.82	79.75
Year ago	74.8	121.3	105.8	329.54	71.81
1947 High	78.8	130.0	112.5	380.21	80.36
1947 Low	75.0	115.9	102.6	287.28	67.29

Municipal Bonds

Nov. 4, 1947

	Coup. %	Matur.	Bid $	Ask. $	Yld. %
Victoria	3¾	'55	101	103½	3.20
Vancouver	3	'67	98	101	2.93
Calgary	3½	'51 61	101¾	103¾	2.20
Edmonton	3½	'49-59	100½	103	1.55
Regina	3	'64	97	100	3.00
Moose Jaw	3-3½	'60	98	101	3.20
Winnipeg	2¾	'66	98	101	2.69
Ottawa	3	'54	103	105	2.20
Toronto	2¾	'72	99	101	2.69
Hamilton	3	'53	103	105	2.02
Windsor	2½	'75	82½	85½	3.29
Windsor	2¾	'75	87	90	3.29
Windsor	3½	'75	97½	100½	3.47
Montreal	3	'70	98½	101	2.88
Quebec	2¾	'66	97	100	2.75
Halifax	3	'66	100	103	2.80
Saint John	3½	'65	100¼	103¼	3.26

Commodities

	Latest week	Previous week	Same week last yr.
Cattle	$13.77	$13.85	$12.34
Hogs	21.35	20.85	19.85
Copper, lb.	.21½	.21½	.14⅝
Sugar, raw, lb.	.06320	.06320	.05579
Coffee, lb.	.26⅞	.27	.27¾
Hides	.35	.35	.15½
Weekly Indices			
U. S. Labor	158.0	157.9	135.9
Dow Jones	165.41	166.58	120.11
Fishers	166.6	166.3	143.2
Monthly Indices			
Retail (Sept.)	139.4	136.6	125.5
W'sale (Sept.)	133.8	130.8	109.2
U. S. (July)	150.8	148.0	124.7
Gt. Brit. (Aug.)	193.9	193.3	176.8

Note: The base of indices is that 1926 equals 100. †Base 1935-39 equals 100. The British index is Board of Trade converted to 1930 base.

Base of price quotations is as follows: Cattle — Steers, good over 1,050 lb., top price, Toronto. Copper-electrolytic, New York, Coffee No. 4 Santos. Rio Sugar 96 degrees centrifugal c/f New York.

Investment Trusts

	Bid	Asked
Affiliated unds	4.05	4.43
Can. Int. Trust	4.50	5.25
Can. Invest. Fund	4.50	5.00
Can. Invest. Corp.	7.25	8.25
Commonwealth Int.	3.47	3.81
Corporate Invest.	8.80	9.45
Trans-Canada, A	13.10	....
Do., B	....	12.75

Bond Tenders

12 noon, Nov. 6, 1947, Canada Treasury Bills—$75,000,000, dated Nov. 7, 1947, payable Feb. 6, 1948.

Stocks Not Traded This Week

Stocks Not Traded This Week (Continued)

Mining Stocks

OIL STOCKS

*Paid in 1945. xOn arrears. ♦N.Y. funds. •Paid in 1946. ♦Payable in 1948. ♦Paid or payable in 1947. ‡Extra. ‡Net after income taxes.

†Payable in 1947. *Paid in 1946. ‡Paid in 1945. ‡Dividend deferred. ♦N. Y. Funds.

Government Bonds

Nov. 4, 1947

(Supplied by Investment Dealers' Assoc. of Canada)

%	Due	Bid	Ask
Victory Loans:			
3	June 1951 ...	104⅜	105
3	Mar. 1954 ...	105⅜	106¼
3	Nov. 1956 ...	105⅜	106¼
3	May 1957 ...	105	105⅞
3	Jan. 1959 ...	104½	105¼
3	June 1960 ...	104½	105¼
3	Feb. 1962 ...	104⅞	105¼
2½	Mar. 1948 ...	100¼	101⅛
1½	Mar. 1948 ...	100	100¼
1½	Nov. 1950 ...	100¼	101
3	Oct. 1963 ...	104⅝	105¼
3	Sept. 1966 ...	104⅝	105¼
1½	Nov. 1949 ...	100⅛	100⅜
1½	Nov. 1948 ...	100¼	100⅜
Dom. of Canada Bonds:			
2½	Nov. 1951 ...	101⅞	102⅜
3½	Feb. 1952 ...	104½	105
3	Oct. 1952 ...	102⅝	103¼
3	June 1955 ...	103⅜	104
3	June 1958 ...	104⅝	105¼
4½	Nov. 1959 ...	105½	106
3½	June 1966 ...	106	106⅞
3	Perpetual ...	103¼	104⅜
4½	Nov. 1958 ...	102⅞	103⅜
Dom. Guarant'd Bonds			
Can. Nat. Railways:			
3	Jan. 1959 ...	103⅜	105
4½	Sept. 1951 ..	*106⅝	*108¼
4½	Feb. 1956 ..	*112	*114
4½	July 1957 ..	*114	*115½
3	Feb. 1953 ...	100	100⅞
4¾	June 1955 ..	*113⅜	*115¼
5	Feb. 1954 ...	116½	117½
5	Feb. 1970 ..	*109	*111
5	Oct. 1969 ..	*109	*111

%	Due	Bid	Ask
Can. Nat. W. Ind. S.S.:‡			
5	Mar. 1955 ..	*112⅞	*115¼
Grand Trunk Pacific Rly.:			
3	Jan. 1962 ...	101	103¼
4	Jan. 1962 ...	110½	113
Montreal Harbour Com.:			
5	Nov. 1969 ..	*109	*111
Provincial Govt. Bonds			
New Brunswick:			
3½	June 1956 ...	102⅞	104¼
4½	Apr. 1961 ...	119	122
5	Jan. 1960 ...	123	126
2¾	June 1966 ...	96¼	97⅞
Nova Scotia:			
3	Jan. 1952 ...	102½	104
3½	June 1956 ...	104	105½
3½	Nov. 1950 ...	103¼	104⅜
4½	Nov. 1960 ...	122	125
5	Mar. 1960 ...	127	130
3	June 1958 ...	101⅞	103¼
Ontario:			
3½	Nov. 1951 ...	102⅞	103¼
3½	May 1955 ...	104½	105⅞
4	June 1962 ...	120½	123¼
4½	June 1950 ...	105⅞	107½
4½	Jan. 1962 ...	125½	128¼
5	Oct. 1948 ...	102½	103¼
5	Dec. 1960 ...	130	133
2¾	July 1976 ...	98⅞	100¼
Ont. Hydro Commission:			
3½	Feb. 1953 ...	102½	104
4	Aug. 1957 ...	116	119
2¾	June 1971 ...	98⅞	100¼

%	Due	Bid	Ask
Prince Edward Island:			
4	Mar. 1954 ...	103	104½
Quebec:			
3½	Mar. 1959 ...	105	106¼
3¾	Feb. 1955 ...	104½	106
4½	Aug. 1958 ...	113½	115
4½	Jan. 1963 ...	118⅞	121¼
3	Feb. 1962 ...	103¼	104⅜
4	Nov. 1952 ...	104½	105⅞
Alberta:			
3½	June 1964 ...	101⅞	103¼
3½	June 1959 ...	103⅞	105⅜
3½	June 1972 ...	102½	104
British Columbia:			
4	Dec. 1957 ...	115	117½
4½	Jan. 1951 ...	111½	114½
4½	Oct. 1953 ...	115½	118
5	Apr. 1954 ...	118½	121
2¾	Apr. 1966 ...	98½	100
5	Sept. 1953 ...	111⅞	113⅞
Manitoba:			
4	Dec. 1957 ...	112½	115¼
4½	Dec. 1956 ...	116½	119½
5	Dec. 1959 ...	124½	127½
5½	Oct. 1955 ...	116½	119½
Saskatchewan:			
4	Sept. 1954 ...	100¼	101⅞
4	Nov. 1960 ...	101⅞	103⅞
4½	Oct. 1951 ...	107	110
5	Aug. 1958 ...	111⅞	114¼
4½	Mar. 1960 ...	107⅞	110¼
5	Dec. 1959 ...	112½	114⅜
5½	Oct. 1952 ...	107½	109½
6	Mar. 1952 ...	108½	111

*N. Y. funds.

Unlisted Mines

Approximate quotations, 3 p.m., Nov. 3, subject to confirmation:

	Bid	Ask
Abenakis	6½	7
Advance	4	6
Alcan	2	4
Alexander	4	6
Aljo	1	3
Ama Kir	11½	12½
Anna'que	2	4
Argonaut	2½	4
Audley	1	3
Aurora Y	12	17
Auterra	2	5
Baker	3½	5
Barb L n	4	6
Beauriv	6	8
Bi-Ore	55	60
Blondor	3	5
Blue Grass	2½	3½
Bouzanne	5½	6½
Bouri C	3½	5
Bradnor	3	5
Br. Breest	2	3
Bravo	2	4
Brig RL	5	7
B McDade	16	20
Burley Po	2½	4
Camlaren	5	7
Captain	3	5
Caramora	..	39
Carlmac	3½	5
Carricona	2	4
Cassidy	5	7
Cen Mani	10½	11½
Cock RL	4	5
Columbier	2½	3½
Con Chib	19	21
Con Cop	9½	10½
Courageo	3	5
Craibbe	14	17
Croydon	4	6
Cuyuni	65	75
Delhi	4	7
Derlak	3	5
Despina	..	23
De Sant n	4	5
Dom Mal	1½	2½
Dona Pat	2½	3
Durham	15	18
Doris	3	5
Echo Indin	5½	7
Electra	7	10
Elmac	7	9
Erin Kirk	2	3
Erndale	28	32
Eltoro	22	25
Flicka	3	5
Gan Cop	3	5
Gaymont	13	17
Gilbec	1	2
Goodrock	1½	2½
Gord Lebel	6½	8
Gov Gold	5	7
Grnd Chib	40	60
Greenlee	6	8
Grndhog	24	27
Guayana	86	90
Gwilliam	3	4
Halden	5	7
Habitant	4	5
Harp Mal	2	3
Hayes Cd	1½	2½
Hornfault	9	11
Hugh Pam	9	11
Independ	5	7
Indyke	..	6
Joannes D	1	3
Kamlac	18	21
Ken-Bay	12	15
Kencour	3	5
Kenda Pe	16	19
Kenroy	2	3
Lk Expa	6	8
Lar-Add	3	5
La Salle	9	10
Lavalie	4½	5½
Legardo	2	3
Lennie	4	5
Lingnora	9½	11
Macho-R	30	33
Major Oil	4	6
Malen RL	6	8
Manterre	..	5
Marbenor	14	17
Marquette	3	5
Mar Bird	5	6
Mary Ann	8	10
Mat Con	43	47
Mate Yel	3½	5
Metalore	3	6
Mica Co	..	100
Miles RL	13	15
Mink	5	7
Moffat H n	2	3
Mohawk P	4	6
Murbell	1	2
Murmac	10	12
McCuaig	9	10
McManus	9	11
National M	15	17
Nayb '45	28	30
Nereco	..	15
Newcore	40	45
New Aug	19	21
New Mal	3	4
New Ranch	3½	5
N Offsets	250	325
Nicoba	..	25
Norbeau	65	75
Norcourt	5½	6½
Norford	5	6
Normar	6	8
Nortyne	1	3
Novele P	6	8
Obalski	4	8
do '45	10	12
Obaska	15	18
Oklend	4	6
Olivet	3½	4½
Opemiska	14	17
Orpit	2	4
Ortona	4½	5½
Pascalis	15	18
Peg Tant	..	65
Pelangio	4½	5½
Payne	8	10
Phelps	1½	3
Pinnacle	2	4
Poona Go	1	3
Presdor	3½	4½
Princess	7	9
Privateer	35	40
Quest	3½	4½
Rajah RL	2½	4
Rambull	1½	2½
Rand Mal	5	9
Randona	3	5
Raymond	2	4
Rebair	23½	26
Redruth	2	4
Redwood	5½	7
Richgroup	7½	9
Rhyolite	2	3
Rugged	..	10
Russet	5	7
Salmita	8½	11
Santiago	13½	15
Sepha	2	4
Sheldon	18	21
Silv Arrow	23	26
Skynner	2	4
Sovereign	5	8
Steeber	1	1½
Sun Bear	4½	6
Thornhill	1½	3
Tiffany	2½	3½
Tobico	2½	3½
Tovarich	1	2
Universal	[illegible]	5
Val d'Bel	2½	3½
Viking	32	35
Vincent	12	15
Vinray	10	12
Virginia	..	10
Wesley	1½	2½
West RL	2	3
West Shore	½	1
Wilwood	3	4
Yelknife	200	250
Y Davids	22	24

Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)
Nov. 4, 1947

Public Utility Issues:	Int. Rate %	Due	Bid	Ask.	Prev. Week Bid
▲Alg. Cen.H.B.R.	5	'59	66½	69½	67½
†Assoc. Tel. & T.	5½	'55	107½	110	108½
Bell Telephone.	3	'77	100½	102½	100½
B. C. Electric..	3½	'67	98½	100½	98½
East Kootenay	3½	'67	96	98	96
‡Gatineau Pr. ..	3½	'70	102½	104½	102½
*Do. B	3	'70	98	100	99½
Gt. Lakes Pwr.	4½	'56	101½	104	101½
Do.	5	'57	101½	104	101½
*Int. Hydro-El. .	6	'44	68½	71½	68
L. St. Law. Pr..	3½	'65	101	103	101
†Mtl. Trams. A .	5	'55	101	...	101
Nat. Lt. & Pr..	4½	'61	102	...	102
Ott. L.H. & P..	4	'57	102½	...	100½
Power Corp. ..	3½	'67	99	101	99
Quebec Pwr....	3	'62	99	101	99½
St. Maurice Pr..	3½	'70	99	101	99
Shaw W. & Pr..	3	'71	98	100	98
Do.	3½	'70	102½	104½	103
Union Gas	4½	'50	100	102½	100
†United Secs. ...	3	'52	99½	...	99½
Wpg. El.	3½	'71	102	104	102
Industrial and Realty Issues:					
Abitibi Pr. P...	3½	'67	98	100	98½
Acadia-Atlantic Sugar	3½	'65	103	105	103
Aluminum Co..	3½	'74	105	108	105
B. C. For. Pdcts.	4	'66	94½	96½	95
B.C. Pulp & P.	3½	'67	97½	99½	97½
Bowater's Nfld. P. & P.	3½	'68	99½	101½	100
†Brown Co.	5	'59	106	109	103½
Burns & Co....	4	'63	99½	101½	99
Can. Steamship	3½	'57	101	103	101½
Can. Brews. ...	3½	'67	98½	100½	99
Can. Celanese..	3	'62	99	101	99
Can. Oil	3½	'62	100	102	99½
Can. West Lum	4	'62	99	101	99
C. P. R.	3½	'51	104	106	104
Do.	4	'49	102½	...	102½
C.P.R.	4	Perp	111	...	111
Consol. Paper..	3½	'67	100½	102½	100½
Dom. Coal	4½	'52	100½	102½	100½
Dom. Scott Inv.	3	'64	96	99	96
Dom. T. & Ch..	3½	'57	102½	...	103
Dom. Textile ..	3½	'59	104½	...	105
Dom. Woollens.	5	'64	103	104	102
Dryden Pap. ..	4	'61	100	102½	100
E. B. Eddy	3½	'65	100½	103	100½
Federal Grain .	4	'64	100½	102½	100½
Ham Cotton	3½	'59	100½	102½	100½
Imperial Tobac.	2¾	'66	99½	101½	100
Indust. Accept.	3½	'66	99	101	99
Ins. Ex. Bldg...	5	'51	99	...	99
Lake St. J. P...	5½	'61	102	104	101½
Do.	5	'61	102	...	101½
Legare	6	'61	100½	...	100
MacMillan (H. R.) Export	4	'65	101	103	101
Maple L. M....	3½	'63	101	103	101
Massey-Harris .	3	'66	96	98½	96
McColl Fron. ..	3	'71	98½	100½	98½
McCormicks ...	4	'52	100½	...	100½
Mercury Mills .	4	'59	100½	102½	100½
Moirs Ltd.	6	'53	99½	...	99½
Montreal Apts..	4	'54	95	97	95
N.S. Stl Coal...	3½	'63	96	98	97
Price Bros. ...	3½	'66	100½	102½	100
Silv. Dairies ..	4	'60-64	101½	...	101
Do.	4	'71	98½	101½	98½
Simpson's Ltd..	3½	'60	103	...	103
Steel Co. of Can.	2¾	'67	97½	99½	97
Toronto Elevat.	3½	'66	101	103½	101
United Corp. ..	4	'58	101	103	99½
†Western Grain.	5	'63	86½	89½	87
York Kt. Mills.	3½	'71	100	102	100

†Payable in Can., U.S. or U.K.
*Payable in U.S.
‡Payable in Canada only.
▲Payable in Can. or U.K.
*Payable in Can. or U.S.

Bond Redemptions

Bond Issues:	Rate	Year	Due	Price
Algoma C. Terminal 1st mtge. deb. stk. & bds.	5%	1959	Dec. 31	125
Gt. Lakes Pwr. 1st mtge. ser. A	4½%	1956	Nov. 7	▲102.78
‡Okanagan Tel. 1st mtge. & coll. tr. ser. A	4½%	1959	Dec. 1	103
‡Sangamo Co. 1st mtg. serial	3-4½%	1948-51	Dec. 1	101
‡Theatre Properties (Ham.) 1st mtg	5%	1959	Jan. 2	100

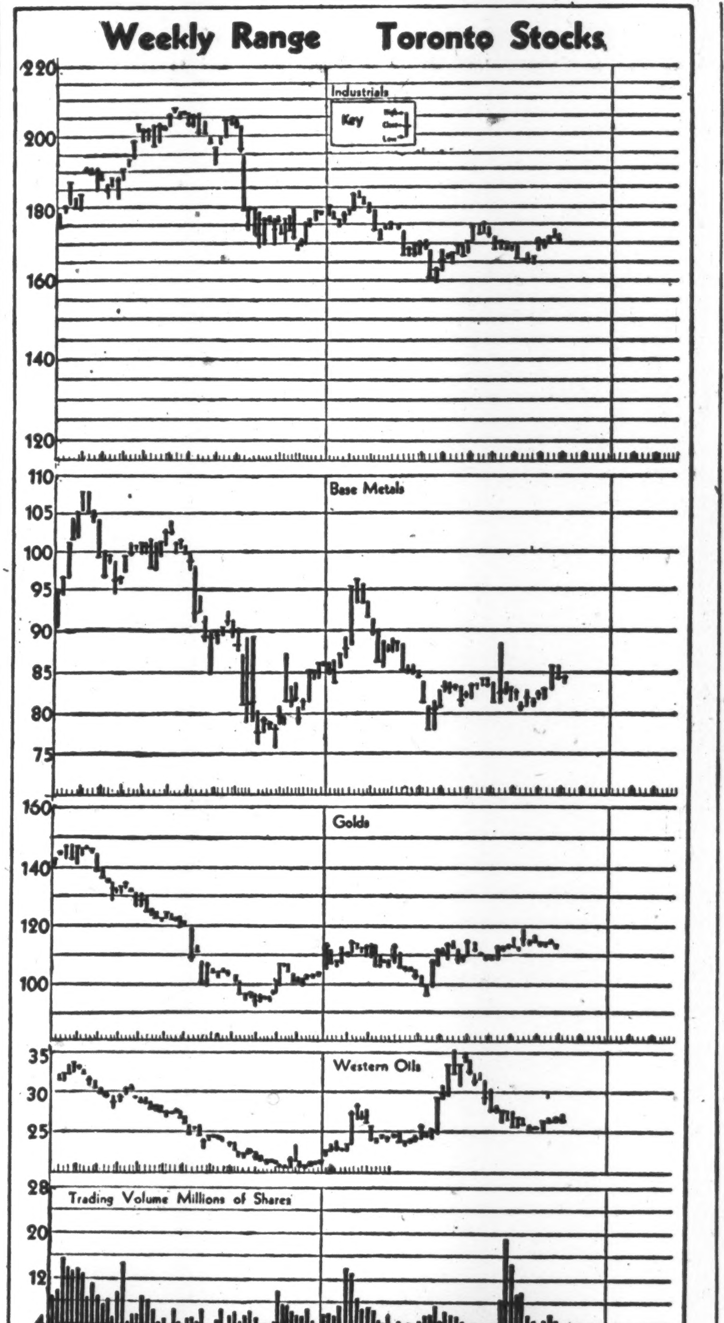
‡All outstanding.
▲Includes accrued interest.

Company Meetings

1947	Company	Place
Nov. 6	Can. Perm. Mtge.	Toronto
Nov. 10	Consumers' Gas	Toronto
Nov. 12	Wright-Harg. M.	Kirkland Lake
Nov. 13	Montreal Apart.	Montreal
Nov. 20	Ogilvie Flour	Montreal
Nov. 21	MacKinnon Steel	Montreal
Nov. 22	Brand & Millen	Toronto
Nov. 26	Imperial Bank	Toronto
Dec. 1	Bank of Montreal	Montreal
Dec. 3	Bank of Nova Scotia ...	Halifax
Dec. 9	Candn. West. Lumber ..	Toronto
Dec. 10	Dominion Bank	Toronto
Dec. 30	Cent. Manitoba	Winnipeg

Dividends Declared

	This payment $	Date payable	Date of record
Agnew-Surpass	▲.13	Dec. 1	Oct. 31
Aluminum Co. 4% pfd.	.25	Dec. 1	Nov. 5
Andian Nat.	†.25	Nov. 28	Nov. 14
Acadia-Atlantic Sug.	.25	Jan. 2	Dec. 10
Do., 5% pf.	1.25	Dec. 15	Nov. 20
Acme Glove pf. ..	.50	Dec. 1	Nov. 15
Aluminium	2.00	Dec. 5	Nov. 7
Do. Cl. A	.15	Dec. 1	Nov. 10
Argus Corp.	.10	Dec. 1	Oct. 31
Do., 4½% pfd. ...	1.12½	Dec. 1	Oct. 31
Aunor Gold Mines.	.05	Dec. 1	Nov. 10
Bank of Montreal ...	.20	Dec. 1	Oct. 31
Bk. of N. Scotia	.20 ext.	Jan. 2	Dec. 15
Bank of Toronto ..	.30	Dec. 1	Nov. 15
Bath. P. & P.	.37½+.12½	Dec. 1	Nov. 4
Beld.-Cort. ...	1.50+1.00	Jan. 2	Nov. 30
Do. 7% pf.	1.75	Jan. 2	Nov. 30
Bertram & Sons, A	.25	Nov. 15	Oct. 31
Do., B	.05	Nov. 15	Oct. 31
Bowes Co. A	.12½	Nov. 15	Oct. 31
Brazilian Tr.	1.00	Dec. 1	Oct. 10
Brit. Amer. ‡Oil ...	.25	Jan. 2	Dec. 4
B'terfly Hosiery	.35+.15	Dec. 15	Nov. 15
Do., 7% pf.	3.50	Jan. 31	Dec. 31
Can. & Dom. Sugar	.20	Dec. 1	Nov. 10
Can. Nor. Pwr. ...	.15	Jan. 26	Dec. 19
Do. 7% pf.	1.75	Jan. 15	Dec. 19
Can. Fdry. & F., A	.37½	Dec. 15	Nov. 28
Do., B	1.50	Dec. 17	Nov. 28
Can. Car & Fdry...	.20	Nov. 22	Oct. 29
Do., A	.25	Nov. 22	Oct. 29
Can. Fairbks.-M.	.25+.25	Dec. 1	Nov. 14
Can. For. Inv.	.75+1.00	Jan. 2	Dec. 2
Candn. Gen. Elec. .	2.00	Jan. 2	Dec. 13
Can. Int. Inv. Tr. p.	1.25	Dec. 1	Nov. 14
Can. Ind. Alcl. A, B	.50	Dec. 1	Nov. 1
Do., special	2.12	Jan. 5	Dec. 5
Can. Ice Machine, A	.20	Jan. 1	Dec. 8
Candn. Malartic ..	.02	Nov. 20	Sept. 30
Candn. Oil	.20	Nov. 15	Oct. 15
Candn. Silk Prod. .	.37½	Jan. 2	Dec. 1
Can. Utilities 5 %pf.	1.25	Nov. 15	Oct. 23
Can. Wire & Cable	2.00	Dec. 15	Nov. 30
Capital Est.	†.30	Nov. 15	Oct. 29
Cent. Nor. Air. A .	*.25	Nov. 15	Nov. 1
Do. 5% pf.	*.25	Nov. 15	Nov. 1
Cochrane-Dunlop A	.20	Nov. 15	Oct. 31
Do. pfd.	.30	Nov. 15	Oct. 31
Cockshutt Plow ...	.25	Dec. 31	Nov. 1
Cmnwlth. Int. Corp.	.04	Nov. 15	Oct. 15
Confed. L. 30% pd.	1.50	Dec. 15	Dec. 10
Coniaurum Mines .	.02	Nov. 20	Sept. 30
Cons. Bak.	.25	Jan. 2	Dec. 5
Consumers Glass ..	.50	Nov. 29	Oct. 29
Corrugated P. Box	.25	Dec. 1	Nov. 10
Do. 5% pf.	1.25	Dec. 1	Nov. 10
Cosmos Imp.	.30	Nov. 15	Oct. 31
Crows Nest P. C. ..	1.50	Dec. 2	Nov. 8
Corp. Investors A, B	.08	Nov. 15	Oct. 30
Crown Cork	.50	Nov. 15	Oct. 15
Davis Leather A ..	.37½	Dec. 1	Nov. 1
Do. B	.17½	Dec. 1	Nov. 1
Disher Steel pf. ..	1.87½	Nov. 15	Nov. 1
Dom. & Anglo Invest. 5% pf.	1.25	Dec. 1	Nov. 15
Dom. Bridge	.30	Nov. 25	Oct. 31
Dom. Coal 6% pf. .	.38	Dec. 5	Nov. 5
Dom. Env. & Cart. West.) 7% pf. ..	.87½	Dec. 1	Nov. 15
Dom. Malting	.25	Feb. 2	Dec. 31
Do. 5% pfd.	1.25	Feb. 2	Dec. 31
Dom. Scot. Inv. pf.	.75	Dec. 1	Nov. 10
Dom. Stores	.37½	Dec. 15	Nov. 17
Donnacona P. p. 4½%	1.12½	Nov. 15	Oct. 15
Do.	.25	Feb. 2	Jan. 2
Dom. Tar & Ch. p.	.25	Jan. 2	Dec. 1
Dunlop Tire 5% pf.	.62½	Dec. 31	Dec. 15
Eastern Steel	.15	Dec. 1	Nov. 15
Falconbridge Nickel	.15	Nov. 28	Nov. 4
Gen. Steel Wares .	.20	Nov. 15	Oct. 17
Gt. Lakes Pap. .	.25+.15	Nov. 15	Oct. 15
Gypsum Lime	.20	Dec. 1	Nov. 1
Hallnor Mines	.07	Dec. 1	Nov. 10
Ham. Cot.	.22½	Dec. 1	Nov. 10
Hendershot Pap. ...	.25	Jan. 2	Dec. 17
Hudson Bay M. ...	.75	Dec. 15	Nov. 14
Imp. Varnish .	.20+.15	Dec. 1	Nov. 18
Do. pf.	.37½	Dec. 1	Nov. 18
Int. Pet.	.25	Dec. 1	Nov. 14
Do. pf.	.25	Dec. 1	Nov. 14
Int. Utilities new .	†.22½	Dec. 1	Nov. 10
Invest. Found. 6% pf.	‡.75	Jan. 15	Dec. 15
Lake Dufault	.05	Nov. 20	Sept. 30
Lake Shore	.18	Dec. 15	Nov. 15
Lake of Woods M.	.40	Dec. 1	Nov. 3
Do. 7% pf.	1.75	Dec. 1	Nov. 3
Langleys	.75	Dec. 11	Dec. 4
Leitch Gold M.	.02	Nov. 15	Oct. 31
Lewis Bros.	.25	Jan. 31	Dec. 31
Loblaw Groc.	†.20	Dec. 1	Nov. 7
Do., A & B ..	.25+.12½	Dec. 1	Nov. 4
Lon. Can. Inves. pf.	1.50	Nov. 4	Oct. 30
Matachewan Cons. .	.05	Nov. 20	Oct. 23
McIntyre-Porc. M. .	.50½	Dec. 1	Nov. 1
Do.	1.00½	Jan. 2	Nov. 1
McLeod Bldg.	.00	Dec. 15	unstated
Mod. Tool	.12½	Jan. 2	Dec. 15
Montreal Cot.	.12	Dec. 15	Nov. 14
Do., pfd.	.43	Dec. 15	Nov. 14
Nat. Drug & Chem.	.12½	Dec. 1	Nov. 12
Do. pfd.	.15	Dec. 1	Nov. 12
Nat. Hose, A	.15	Jan. 1	Dec. 5
Noranda M.	.50	Dec. 15	Nov. 14



Market Comment

What stocks and bonds are doing and what prominent observers say about it.

A one-day respite from New York's influence this week saw several Canadian stock groups putting on an interesting show of their own. Assorted steels, base metals and papers came in for active bidding. Reports of continued high earnings, increased dividends and special payments all contributed to the upward pressure on several favorites in each of these groups. There is considerable investment feeling at the moment that a few Canadian steels and base metals have been lagging, marketwise, behind their current bright operating picture.

Some rather striking exploration and development news down from several mining areas saw a handful of issues bid up freely for large gains. The resurgence of activity this week on drilling news reveals the fundamental buying power still underlying the mining market. With considerable more ore news expected over the next few weeks, a continuation of the speculative mining market is anticipated.

In the United States, the anti-inflation proposals of allocation, restoration of credit controls, maintenance of present tax rates and restriction on speculation have introduced an element of caution and uneasiness into the market. Failure of excellent corporate news to produce more than a passing flurry on stock prices suggests the overhanging cloud of the special session of Congress. It may also suggest, some analysts point out, that earnings and dividend factors were discounted in the Sept.-Oct. advance and that a new set of circumstances may be needed to generate a fresh demand for common stocks.

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Col. L. D. M. Baxter of Osler, Hammond & Nanton (Winnipeg). "With the present international situation, it is very difficult to forecast market action with any degree of accuracy. This is illustrated by the failure of the market for some time to react in what has always been considered a normal manner to good news such as outstanding earnings reports, etc.

"I feel, however, that it is unlikely that we will have a severe break or, for that matter, a sustained rise in the near future. I rather expect that the market will continue selective and will drift with no clear trend until it is more possible to assess the effect of the world political and monetary situation on our own and American economy."

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S. G. Chubb, Lampard, Francis & Co. (Toronto). "Dividends on corporation equities have continued to increase so that the spread between corporation and high-grade yields has widened. In Britain and the United States, this spread has been somewhat narrowed by slightly increased high-grade yields, but the trend has only made itself felt in Canadian markets to a small extent. From the viewpoint of the Canadian investor, however, the focal point is the high yields now obtainable on many common stocks. Increased dividends have not been discounted as before, and a number of stocks have increased their yields substantially. A number are now selling on a 6% to 8% basis.

"What does 8% mean? It implies gross capital repayment in 12½ years, a belief in only those processes which offer high profit in a short period of time. In our view, the present high yields obtainable from the best newsprint equities need correction, to conform with those obtainable from first class investments in other industries. This belief is based on the following observable facts:—

"(1) Earnings of this group are up about 300 to 400%. (2) Working capital precentage increase is even greater. (3) Funded debt is greatly reduced. (4) Interest charges on funded debt are also very much lower, due to smaller amounts and lower rates. (5) Good dividends are being paid now where none were paid before the war. (6) Prospects are excellent because the industry has resisted the temptation to build what later could become excess capacity. (7) With all these improvements, some of the group can be bought as cheaply as in 1937.

"There is, moreover, a disparity between present newsprint common stock yields and the capacity of the industry to borrow funds for productive purposes; and while a bond is a repayable loan and a common stock is not, the high risk-differential here is not warranted by prospects in the foreseeable future. For these reasons, we look for higher prices in the newsprint equities."

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A. Kirby, Fairbanks, Kirby & Co. "Technically the position of the market today is sound. As far as a business depression is concerned, such an event does not appear to be in evidence, and business conditions which even resemble a depression are not likely to take place for a year or two. Even then, it is not likely to amount to more than a mild recession.

"One outstanding example is the newsprint industry. Present prosperity in the industry is almost certain to continue for the next two to three years at least. Newsprint stocks, which have been selling at two to five times earnings, are particularly cheap. Also, many of these companies are being forced to increase dividends through pressure from shareholders. Today, when the newsprint industry is in the soundest position in its history, both financially and from an operating standpoint, stocks are selling at a lower price than when it was laboring under heavy debt and the outlook was poor."

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Goodwin Harris & Co. (Toronto). "We have always noted a tendency on the part of people who make profits in the market to forgo taking profits. Whether it is due to human frailties, in that they are always expecting more or, as in many cases, to some indifference, we do not know. Our solution for this problem would be to make a decision at the time of placing the order to buy, as to what would constitute a reasonable profit. It might be 20%, or even as much as 100% if such a rise seemed possible. We would then recommend that an order to sell the stock be placed at the same time, which would remain on the books, good until cancelled. When the stock sold at that level, the sale would automatically take place. Many unrealized profits in this way would turn into actual gains."

Record of Financing

Sales by Municipalities, Provincial and Dominion Governments. Offerings of Corporations and Foreign Securities

DOMINION

Dominion of Canada Treasury Bills—Due Jan. 23, 1948, $75,000,000, dated Oct. 24, 1947. Sold at average discount price of $99.89819, average yield .409%.

MUNICIPAL

City of Sault Ste. Marie, Ont.—2% and 2¾% due Nov. 1, 1948-67, $210,000 issued Oct. 14, 1947. Offered at $96.42 by Bell, Gouinlock & Co., Ltd.

City of Moncton Board of School Trustees, N.B.—2½%, 2¾% and 3%, due Nov. 1, 1950-72, $100,000 issued Oct. 15, 1947. Offered at $98.755 to yield 2.99% by Nesbitt Thomson & Co., and Royal Securities Corp.

City of Lachine, Que.—2½% and 3%, due Nov. 1, 1948-67, $79,500, issued Oct. 20, 1947. Offered at $99.52 to yield 2.932% by Nesbitt Thomson & Co., Rene-T. Leclerc Inc. and Royal Bank of Canada.

Town of Ste. Therese, P.Q.—2½% and 3%, due 1948-77, $55,000 issued Oct. 20, 1947. Offered at $99.35 to yield 2.8847% by Rene-T. Leclerc Inc.

School Commission of St. Isidore, P.Q.—3%, due Nov. 15, 1948-77, $100,000 issued Oct. 21, 1947. Offered at $99.75 to yield 3.022% by Banque Canadienne Nationale.

Town of Hampstead, P.Q.—2¾%, due Nov. 1, 1948-72, $67,000, issued Oct. 21, 1947. Offered at $97.71 by Wood, Gundy & Co., Ltd.

School Commission of Ste. Henedine, P.Q.—3%, 15 year serials, $72,000, dated Dec. 1, 1947. Sold privately at $100.

Village of Lorrainville, P.Q.—3%, 25 year serials, $28,000 dated Sept. 1, 1947. Sold privately at $100.

Town of Rigaud, P.Q.—3%, 20 year serials, $50,000, dated Nov. 1, 1947. Sold privately at $100.

CORPORATE

Vancouver Pacific Paper Co. — 4½%, first mortgage sinking fund bonds, due Nov. 1, 1961, $100,000, dated Nov. 1, 1947. Offered at $100 plus accrued interest to yield 4½% by James & Copithorne Ltd., Vancouver.

Dominion Foils (Canada) — 5%, first mortgage sinking fund bonds, series "B", due Sept. 1, 1962, $400,000, dated Sept. 1, 1947. Offered at $100 and accrued interest, yielding 5%, by Nesbitt, Thomson & Co.

PREFERRED STOCKS

Nova Scotia Light and Power—$2,000,000, 4% cumlative redeemable preference shares (par value $100). Offered at $100 per share by Royal Securities Corporation.

Imperial Tobacco—$10,000,000, 4% cumulative redeemable sinking fund preference shares (par value $25). Offered at $25.25 per share by A. E. Ames & Co., Ltd.; Dominion Securities Corp. Ltd.; Wood, Gundy & Co., Ltd.; Greenshields & Co., Inc.; W. C. Pitfield & Co., Ltd.; Gairdner & Co., Ltd.; Fraser, Dingman & Co., Savard, Hodgson & Co., Inc.; Mills, Spence & Co.; Mead & Co., Ltd.; MacTier & Co., Ltd.; Royal Securities Corp., Ltd.; L. G. Beaubien & Co., Ltd.; Midland Securities Ltd.; Cochran, Murray & Co., Ltd.; Bell, Gouinlock & Co., Ltd.; Rene-T. Leclerc, Inc.; R. A. Daly Co., Ltd.; McTaggart, Hannaford, Birks & Gordon Ltd.; Pemberton & Son, Vancouver, Ltd.; Nesbitt, Thomson & Co., Ltd.; McLeod, Young, Weir & Co., Ltd.; James Richardson & Sons; Collier, Norris & Quinlan Ltd.; Burns Bros. & Denton Ltd.; Geoffrion, Robert & Gelinas, Inc.; J. C. Boulet, Ltée; Eastern Securities Co., Ltd.; The Western City Co., Ltd.

The Circle Bar Knitting—15,650 cumulative preferential $1 dividend non-callable, participating class "A" shares (no par value). Offered at $20 per share to yield 5% by Fry & Co.

Standard Chemical—$2,000,000, 5% cumulative, redeemable preferred shares (par value $100). Offered at $97.50 per share to yield 5.12% by W. C. Pitfield & Co., Ltd.; Rene-T. Leclerc, Inc.; Eastern Securities Co., Ltd.; Hall Securities Ltd.; L. G. Beaubien & Co., Ltd.; Goulding, Rose & Co., Ltd.; Stanbury & Co., Ltd.; Canadian Alliance Corp., Ltd.; Milner, Ross & Co.; Societe Generale de Finance, Inc.; F. J. Brennan & Co., Ltd.; J. C. Rogers & Co., Ltd.

Dividends Declared (contd.)

	This payment $	Date payable	Date of record
Ogilvie Flour	.25	Jan. 2	Nov. 26
Do. 7% pf.	1.75	Dec. 1	Oct. 27
Ont. Steel	.25	Nov. 15	Oct. 15
Do., pfd.	1.75	Nov. 15	Oct. 15
Penmans	.75	Nov. 15	Oct. 15
Power Corp.	.30	Dec. 31	Nov. 21
Do., 1st pref.	1.50	Jan. 15	Dec. 19
Do., 2nd pref. ...	.75	Jan. 15	Dec. 19
Price Bros. 4% pf. .	2.00	Jan. 1	Dec. 1
Quebec Power	.25	Nov. 25	Oct. 17
Robinson Little A .	.25	Dec. 1	Nov. 15
Rolland Pap.	.15	Nov. 15	Oct. 31
Do., pref.	1.06¼	Dec. 15	Nov. 28
Royal Bk.	.25	Dec. 1	Oct. 31
Scythes & Co.	.19	Dec. 1	Nov. 18
Do. 5% pref.	.31¼	Dec. 1	Nov. 18
Do., 4% pf.	.50	Jan. 2	Dec. 2
Shawinigan W. & P.	.30	Nov. 25	Oct. 17
H. Simon & Sons ..	.30	Dec. 1	Nov. 3
Do. 5% pf.	1.25	Dec. 1	Nov. 3
Simpsons 4½% pf. ..	1.12½	Dec. 15	Nov. 14
Southam Co.	.25	Nov. 15	Oct. 17
Do. 6% pf.	1.50	Jan. 15	Dec. 19
South. Can. Pwr. .	.30	Nov. 15	Oct. 20
Springer Sturg. Gold	.03	Jan. 5	Dec. 15
Stand. Chem.	.10	Dec. 1	Oct. 31
Do. 5% pfd.	1.25	Dec. 1	Oct. 31
Sylvanite	.02	Jan. 2	Nov. 5
United Corp., A ...	.37	Nov. 15	Oct. 15
Do., B	.25	Nov. 29	Oct. 31
Upper Canada M. ..	.02½	Dec. 1	Nov. 3
Walker-Good. & W.	.37½	Dec. 15	Nov. 21
Waterous A	.20	Nov. 15	Oct. 31
Westminster Paper	.20	Jan. 31	Jan. 15
Geo. Weston 4½% .	1.12½	Dec. 1	Nov. 14
Winnipeg Elec.	.50	Dec. 31	Nov. 17
Do., pfd.	2.50	Dec. 31	Nov. 17
Woods Mfg.	.50	Dec. 17	Nov. 17
Wright-Harg.	.04	Jan. 2	Nov. 24

†N.Y. funds. *Initial.
▲After 4-for-1 stock split.
‡Subject to approval of F.E.C.B.

New Highs – Lows

During the week ended Nov. 1 22 new highs were recorded among the "general" stock exchanges, and 23 new lows. In the mining group there were seven new highs and 17 new lows. No new high and three new lows were recorded in the oil stocks.

GENERAL

New Highs—1947

Algoma Steel
Atlas Steel
Bell Tel. rts.
Brand. Henderson
Claude Neon pf.
Grand & Toy
Howard Smith Pap.
Intercolonial Coal
Internat. Paints pf.
Maritime Tel. pf.
Moore Corp.
Ontario Loan
Pacific Coyle
Power Corp.
Reitmans Ltd.
Sicks Brew.
Do. V. T.
Un. Amuse. A
Do. B
United Fuel B
Waterous Ltd.
Winnipeg El. A

New Lows—1947

Acadia Atlan. 5% pf.
Agnew Surpass N.
B. C. Power A
Can. Safeway pf.
Can. Varnish
Can. Celanese pf.
Can. Food Prods. p.
Can. Ing. Rand.
Conduits Nat.
Consumers Gas
Gordon Mackay A
How. Smith Pap. pf.
Ind. Accept. 4½% pf.
Int. Bronze
Do. pf.
London Hosiery A
Maritime Tel.
Ont. Beauty Sup. pf.
Silverwoods W. D. p.
Tuckett Tobacco pf.
Western Grocers
Geo. Weston pf.
Zellers 6% pf.

MINING

New Highs—1947

Bobs Lake
Diversified
Giant Y'kfe. E warr.
Keno Hill
Osulake
Que. M'gese.
Springer Stur.

New Lows—1947

OILS

Alger
Amer. Neph.
Bayonne
Bonetal
Cons. C. Cad.
Golconda
Grandview
Marcus Gold
Minto
Nechi Cons.
New Norzone
Pac. East
Regcourt
Roybar Chi.
Rupununi
Taku
Thurbois

New Lows—1947

Jumping Pound
York Oils
Merland

Roxana Oils Seen Nearing Madison

With fishing for lost tools completed, Roxana Oils is making new hole with geological opinion leaning to the belief that the Madison limestone will be encountered shortly, The Financial Post is informed.

The hole has been deepened from 10,560 ft. (the point where the tools were fished out) with drilling now reported at a depth of 10,671 ft. where the hole is through the Brown sands.

For the last 600 ft. the well has been logging with marked similarity to the Shell wells on the Jumping Pound structure to the south. From this it is inferred, geologically, that the Madison should be encountered within the next 100 ft.

The Roxana well, in Keystone Valley, is expected to find good porosity in the Madison as both the Shell Jumping Pound wells to the south and the Marble Mountain well to the north have shown good porosity. Gas and oil showings have been secured quite regularly in the Roxana stimulating the hope that the Madison will prove productive.

While it has been inferred that 1,150 ft. of closure may be secured, geological information is stated to suggest that an additional 1,500 to 2,000 ft. of closure may be secured farther east.

Hosco Drift Rich Mucks Run 4 Oz.

Drifting west on the 500-ft. level of Hosco Gold Mines has been returning some spectacular ore results recently as the drift approaches the 1,500-ft. length where surface drilling returned a number of high grade intersections and visible gold in 44% of the holes.

After the drift started to give "kicks" up to 0.25 oz., fine visible gold started showing in the drift. This continued for a length of 20-ft. This in turn was succeeded by 25 ft. showing spectacular coarse visible gold with free gold continuing in the face. Muck samples for 22 cars covering the last part of the drift ranged from 1.76 oz. to over 5 oz. and have averaged 4 oz.

Hosco owns the former McWatters mill a short distance away and if any quantity of high grade material is opened up it should be a simple operation to truck this for treatment.

J. B. Streit & Co. Succeeds Prescott

J. Bradley Streit & Co., members of the Toronto Stock Exchange, have acquired the brokerage business formerly operated by Harold A. Prescott, members of the Toronto Stock Exchange and Winnipeg Grain Exchange. The business is being continued on the same premises at 330 Bay St., Toronto.

Active in Canadian mining finance for over 13 years, Mr. Streit became a member of the Toronto Stock Exchange several years ago but until now has conducted his entire business through other member houses and not directly with the public.

Born in Birmingham, Ala., Mr. Streit graduated from Princeton University in 1915, was high point half back for the Eastern United States in 1913. A Canadian, Mr. Streit is president of Yellowknife Gold Mines and East Amphi Gold Mines; is vice-president of Chesterville Mines; a director of Broulan Porcupine Mines and numerous other mining companies.

The firm of J. B. Streit & Co. now holds two seats on the Toronto Stock Exchange as well as membership in the Winnipeg Grain Exchange.

CITY OF FORT WILLIAM $764,000 2½% serial installment debentures dated Nov. 1, 1947, and due 1948 to 1962 have been purchased by Dominion Securities Corp. on a bid of 97.757%.

DOMINION SQUARE CORP. reports net profit of $30,278 for the first quarter of the fiscal year ending July 31. Gross operating income was $185,644. Deductions were as follows: Operating and administrative expenses, $50,400; municipal taxes, $31,138; bond interest, $28,470; depreciation, $26,000; and income and excess profits taxes, $19,358.

SILVER MILLER MINES has received payment for 30,000 shares at 27 cents a share. Issued capital, 2,040,006 shares.

SENATOR ROUYN has received payment for Dec. 2 installment of 20,000 shares at 65 cents. Issued capital is 4,099,333 shares.

Ontario Security Commission Options

Company:	Underwriter:	Purchased (Underwritten) Shares	At c.	Date	Option No. Shares	Received Price Range c.	Capitalization Author. Shares	O/s Shares	Accepted
Abenakis M.	Avle Corp., Ltd.	20,000	5	Sept. 29	861,000	7	......	......	Oct. 17
Ken-Bay G. M.	Development Finance & Sec.	50,000	15	July 29	350,000	15-20	3,000,000	1,798,285	Oct. 15
Macho River G. M.	Norward Mining Synd. ..	200,000	7½	Sept. 25	1,000,000	12½-80	3,000,000	1,200,005	Oct. 15
Peninsular Oil Corp.	Sabiston Hughes Ltd.† ..	......	..	Sept. 9	99,080	37 6-10	2,000,000	677,009	Oct. 18
Princeton G. M.	Wedlake Interests Ltd. ...	300,000	10	Sept. 8	1,600,000	10-$1	3,000,000	1,200,000	Oct. 20
P. & M. Exploration & Mining Co. (Canada) ..	Paul T. Mulliette & Co.† .	......	..	Sept. 2	300,000	25-50	1,000,000	363,338	Oct. 23
Wesson Mines	Shs. approved for sale through any registered broker in Ont. on basis of 75% to treasury. Co. granted security issuer's registration, permitting Messrs. O. W. Oughtred and S. S. A. Halstead to sell shares.						3,000,000	1,00,005	Oct. 23

†Optionee.

AMENDMENTS TO PREVIOUS AGREEMENTS

Terminated: Claremont Mines.
Extension: Lingnora Gold Mines, Wallace Yellowknife Gold Mines, Wejack Mines, Kerrigan Gold Mines, Redcon Gold Mines.
Amended: W. H. Emens Mining Corp., Gachin Holdings.
Expired: Elder Mines.
Cancelled: San Pedro Mining Corp.
Accepted for filing: Ronor Prospecting Synd.
Release from escrow: D'Aragon Mines, 400,000 shares, Oct. 31; Discovery Yellowknife Mines, 12,400 shares, Nov. 1; Goldhawk Porcupine Mines, 50,000 shares, Nov. 1; Consolidated Homestead Oil Co., all escrowed stock, Nov. 13; Goldoro Mines, all escrowed stock, Nov. 8; Longrose Gold Mines, 250,000 shares, Nov. 8; Pipher Synd., 27 units, Nov. 8; Ryan Lake Mines, 200,000 shares, Nov. 13; Tyon Gold Mines, 100,000 shares, Nov. 12; Yellowknife Gold Mines, 33,000 shares, Nov. 8.

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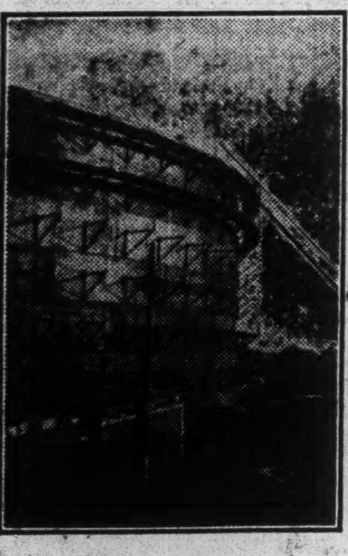

OPERATION RUSH

. . . for fuel oil

To help ease the lack of adequate storage facilities for fuel oil, Toronto Iron Works have been working to full capacity on the fabrication and erection of steel storage tanks for the Canadian Petroleum Industry.

The tank, illustrated above in course of construction, is 144' diameter by 40' 6" high, with a capacity of 4,130,000 Imp. Gals. For liquid containers of all capacities and jobs, consult Toronto Iron Works, specialists in steel plate fabrication for forty years.

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TORONTO MONTREAL

CONIAURUM MINES reports net profit, before write-offs, of $32,816 in three months ended Sept. 30, 1947 ($24,958 in June quarter). Net income from metals produced amounted to $247,930 from 29,130 tons of ore treated ($242,806 from 30,040 tons).

Ore News Puts Many Issues Up Sharply As Prospects For a Fall Market Brighten

By GORDON M. GRANT

With ore news emanating from a number of sections of the country and exchange volume substantially higher, prospects for an anticipated "fall market" appear considerably brighter.

On the wings of ore news—and anticipated news — there have been quite a few new highs for 1947 or longer. Included have been Conwest, Diversified, Osulake and Silver Miller.

Central Patricia, Hosco and Kelwren — others in the ore news category—have firmed up sharply although failing to penetrate into new high ground.

One of the best new discoveries of the year, however, the lead-zinc-silver discovery of Dome Mines in the Bachelor Lake area appears to have had little effect marketwise.

July Falls Drill Hole

A fine initial drill hole for a prospect has been secured by Conwest Exploration Co. and Central Patricia, 19 miles east of the Central Patricia mine at July Falls and only six miles from the road. This drill hole returned a number of gold intersections as follows: 2 ft. averaging 0.21 oz. gold; 8 ft. averaging 0.017 oz. gold; 3.5 ft. averaging 7.04 oz. gold; and 1.3 ft. averaging 2.68 oz. gold. A second hole is reported to have cut well-mineralized core over 5 ft. of length showing visible gold. While the management did not know the distance between holes early this week, it was thought holes would be a minimum of 50 ft. apart.

Considerable interest attaches to a Conwest property adjoining the Sullivan mine of Consolidated Smelters where an anomaly is now being diamond drilled but some delay in the drilling program there has been experienced from a broken bit.

Diversified which has been working in ore structure for some weeks, has been a strong spot on the market with some higher grade material opened recently in drifting at the 175-ft. level.

Osulake is expecting to be in the category of a regular maker of ore news in the next few weeks following completion of crosscutting on the 150-ft. level. Surface diamond drilling showed remarkable uniformity in drilling results with showings of visible gold in a large proportion of holes.

Silver Miller Mines started a new drill hole through its second high grade silver ore shoot on Monday of this week. Plans for a small concentrator are now being finalized with an announcement of a mill purchase expected within a month. Funds for purchasing the mill are already in the treasury.

Hosco In High Grade

Hosco has run into some rather spectacular coarse gold in drifting west on the 500-ft. level. After drifting in material which gave assays up to a quarter of an ounce, a 20-ft. section was traversed which gave showings of fine visible gold. Following this a further 20-ft. length has been added in which there are quite coarse showings of visible gold, it is stated. The face on this level is still about 90 ft. from the first higher grade surface drill hole which gave a value of 1.1 oz. The best section of drilling results lies in the 1,500-ft. section to the west of this drill hole.

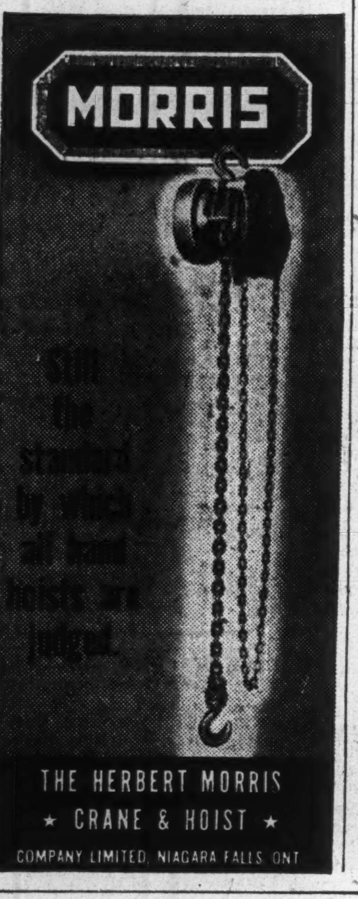
Results before the recent high grade section was entered had been rather spotty. The heading on the level above is quite a bit behind the 500-ft. level heading.

Kelwren In Ore

Kelwren, which showed values over a 2,400-ft. length in surface drilling, has entered ore almost immediately following completion of its shaft to below the 450-ft. horizon. Ore was entered on the 450-ft. level at the fifth round (where the syenite dike was intersected) with values in the 7th, 8th, 9th and 10th rounds running respectively as follows: 0.85 oz. over 6 ft.; 0.21 oz. over 6 ft.; 0.36 oz. over 7 ft.; and 0.29 oz over 7.3 ft. The ore is stated to have well defined walls and good appearance.

Two new producers in which Canadians are interested have been strong spots on the market in recent weeks. Keno Hill, the new Mayo district silver producer, touched a new high within the last fortnight, possibly reflecting continued firmness in silver.

Guayana Mines, the Venezuelan gold mining operation sponsored by Ventures, Frobisher, La Luz, has been one of the most active issues on the unlisted market in recent weeks. It sold above $1 a share before easing. The operation, which had substantial ore reserves remaining from previous work, resumed production in September.



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Inco Pays Extra 40c Per Share

An extra dividend of 40 cents a share plus the regular quarterly dividend of 40 cents has been declared by directors of International Nickel Co. of Canada, both payable Dec. 20, 1947, to shareholders of record Nov. 20, 1947.

These dividends, totalling 80 cents a share, will bring the year's distributions to $2.00 a share, U. S. funds. Declaration of an extra dividend marks the first extra to be paid since the year 1937.

The regular dividend of 40 cents a share has been maintained each quarter since the first quarter of 1944, when the dividend rate was reduced from $2.00 a share to $1.60 a share per annum.

Dominion Aids New Coal Mine

Yukon Coal Co. Operation Expected to Fill Yukon Needs

Increased remoteness of wood fuel supplies has led the Dominion Government to assist in the opening up of a coal mining property of Yukon Coal Co., near Carmacks, Yukon.

Although several of Yukon's coal deposits have been previously mined to a small extent, commercial development has not taken place because of the hitherto limited markets and availability of wood fuel. Current activity in the production of silver-lead ores in the Mayo district, in placer gold mining in the Dawson District, and in development of lode gold occurrences is expected to be aided appreciably by development of a local fuel supply.

The deposit to be developed is at Tantalus Butte, on the Lewes River, the principal tributary of the Yukon River. It is approximately 100 miles northwest of Whitehorse and on the main navigation route between Whitehorse and the Dawson and Mayo mining areas.

Expect Low Costs

Geological and engineering examinations are stated to indicate low costs and that the deposit contains good quality bituminous coal in quantity is regarded as sufficient to provide the commercial and domestic requirements of Yukon for many years.

An agreement has been completed between the Dominion and the Yukon Coal Co. for development and operation of the mine with the government, through the Department of Mines and Resources, loaning such funds as may be necessary to equip and develop an efficient colliery to meet the Yukon's coal requirements. Opening of the mine workings has already begun and it is expected that development can be pushed throughout the winter with the object of having the mine reach substantial production by the opening of the 1948 navigation season.

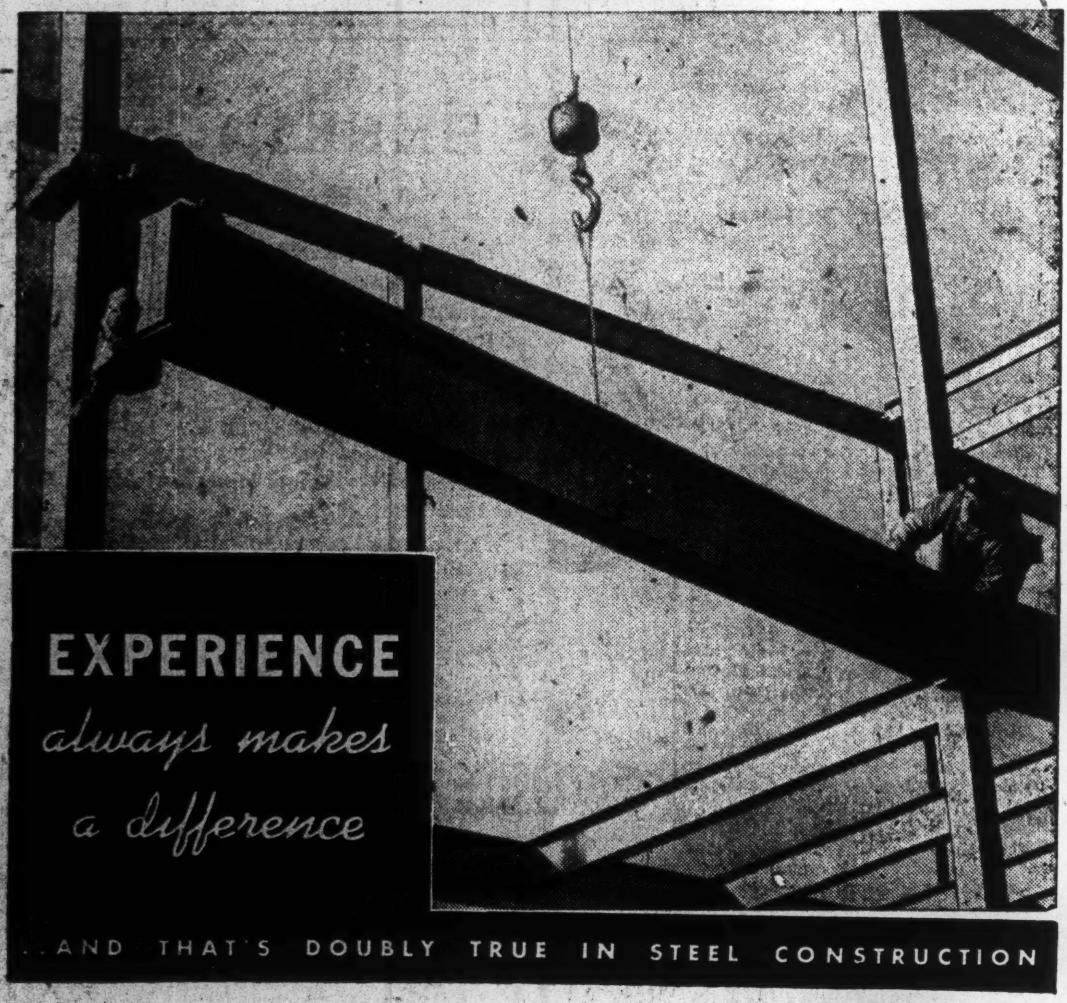
Powell Rouyn Profit Down in 3rd Quarter

Operating profit of Powell Rouyn Gold Mines, before depreciation and write-offs, dropped to $11,885 in the three months ended Sept. 30. off from $35,768 in the similar quarter of 1946.

Bullion production, after metallurgical loss including silica allowance, totalled $119,345 from 22,119 tons shipped to the Noranda smelter ($138,020 from treatment of 27,691 tons.)

The importation of labor from Europe, which is expected to commence toward the end of the year, should ease to some extent the acute conditons existing throughout the area, President L. M. Keachie states. The expected gradual improvement in output from the property would, of course, not be felt until the turn of the year, Mr. Keachie adds.

ROXANA OILS CO. announces that in consideration of an additional credit of $50,000 being made available, repayable by Oct. 20, 1948, and carrying interest of 1% per annum, the directors have given the lenders the right at any time up to the repayable date to accept repayment of the loan by receiving treasury stock at 50c a share together with an option to purchase by the same time two shares at 50c a share for each dollar borrowed. Repayable date for the first credit of $50,000 has been extended so as to make the entire $100,000 due on Oct. 20, 1948.



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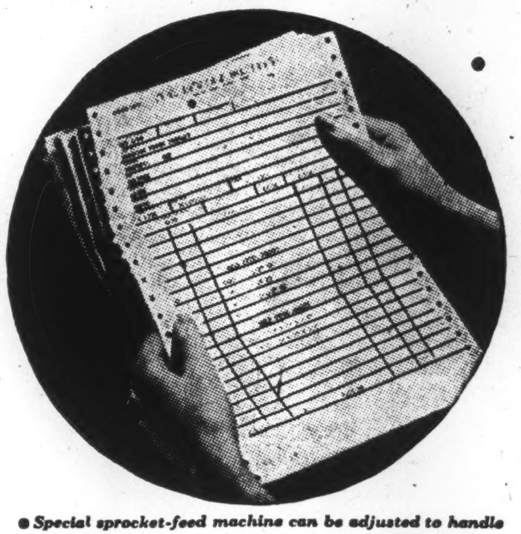

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Cons. Beattie Output Hits $145,000 Mark Expect DPs to Assist Further Expansion

For the first time in recent years, Consolidated Beattie Gold Mines really "broke into the black" on an over-all basis in October, The Financial Post is informed. Without any stress on large production at the expense of the mine, actual gold production in October turned out to be $145,000, with estimated profit of $15,000-$20,000 for the month after all charges.

The $145,000 October production came rather as a surprise; earlier it had been forecast that October production would be a minimum of $130,000 which would have been by far the highest since production was resumed. Actual output compares with a record for previous months as follows:

Month	Tons milled	Output value
January	12,488	$42,029
February	12,740	56,767
March	15,049	73,489
April	13,413	63,009
May	16,635	79,683
June	19,615	85,075
July	18,148	94,212
August	21,472	110,442
September	28,740	118,054

From present indications, it appears that Consolidated Beattie may hold the record for the most marked increase in production for an established gold producer. The mill was up to about 930 tons daily in October. Present plans call for a substantial increase in tonnage over this. In a couple of months or so it is hoped to be handling 1,250 tons daily—750 tons a day from the main Beattie mine; 500 tons a day from the Donchester workings. A total of 75 DPs is expected in December and should aid the production program.

Reserves 1,650,000 Tons

The mine is well fixed for ore reserves, figures released to The Financial Post show. There are at present 1,650,000 tons of ore in reserve with an over-all grade of about 0.16 oz. gold. This is made up of 580,000 tons in the Beattie north ore body, 420,000 tons in the Beattie "A" ore body and 650,000 tons in the higher grade Donchester workings. This is close to four years' ore. Surface drilling recently on the inferred projection of the Beattie north zone is stated to have returned ore grade in eight out of 10 holes drilled with widths ranging from five to 25 ft. A substantial tonnage of ore is stated to be possible in this section.

There are about four million tons of ore in the open pit which will probably be salvaged later, particularly if the price of gold advances.

Aimed at Efficiency

The secret of the Beattie comeback appears to be efficiency plus the cutting out of any unnecessary expense. By changing over mining methods in the Donchester section, excess dilution of ore with waste rock has been eliminated, affecting grade favorably. By putting in sprinklers, a substantial saving in insurance premiums has been effected.

Operations have been carried on with an eye to the future. About $100,000 has been spent in recent months on what might be regarded as capital items. An electric haulageway is being completed at the third level connecting the Donchester workings with the Beattie workings. This will eliminate costly double handling of ore and will permit the crushing of Donchester ore in the big Beattie crusher which is again operating regularly.

A new hoist has been installed at Donchester at a cost of $33,400 eliminating the $3,600 a year rent on the previous inadequate installation. New electric haulage equipment and mucking machines have been added which are expected to be of advantage in augmenting productoin. An improved "dry" has been created for miners. A new storage basin for 75,000 gallons of water has been established near the Donchester, further reducing fire hazard.

All buildings have been painted at a cost of over $7,000. This has been absorbed in operating charges. Two concrete bulkheads have been placed at the fourth level of the main Beattie mine, finishing the program of safeguarding the mine from possible recurrences of the previous disastrous mud slides.

The Consolidated Beattie investment portfolio is now as follows:

Company:	No. of shares
Frobisher	12,050
Giant Yellowknife	805
Eureka Corp.	6,750
Quebec Ore Zone	87,500
Avenue Realty Co.	7,500
Central Duparquet	1,410,448
Durrell Gold Mines	9,000
Dumico Gold Corp.	380,000
Fahralloy Canada	25
Savard Mines	90,000
Norbec Copper Mines	175,688
Horne Fault Mines	556,776
South Dufault Mines	406,250
South Duquesne Mining Co.	500,000

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Osulake Into Ore On 150-ft. Level

Osulake Mines is now in ore on its underground development program on the 150-ft. level and there is considerable visible gold showing, officials inform The Financial Post.

Before starting the crosscut to the two indicated ore bodies at the 150-ft. level, a flat drill hole was put out confirming both zones. The south zone showed a width of 4.5 ft. of which 2.5 ft. averaged $26.60 a ton while the remaining 2 ft. was not assayed because of its high grade character and occurrence of visible gold. The crosscut paralleled the drill hole.

The 3-compartment shaft will be continued to its objective of 500 ft. with a further level to be established at 450 ft. depth. It is thought that a heading to be driven at the 300-ft. level will encounter good ore as an adjacent surface drill hole gave an ounce gold over 13 ft.

Cariboo G. Q. Finds New Vein

90-ft. Length Shows 2.24 oz. Average Over a 7-ft. Width

From Our Own Correspondent

VANCOUVER—A lode gold discovery, one of the more spectacular in British Columbia's recent mining history, has been announced by Cariboo Gold Quartz Mining Co.

The find, located immediately above Lowhee Gulch, which has been yielding placer gold for nearly 80 years, has been made within 120 ft. of work done on the old-time "B. C." vein, which was worked on nearly half a century ago. So far 90 ft. of ore length have been opened.

The new site was found by Dr. A. C. Skerl, consulting geologist, who, at the request of Dr. W. B. Burnett, president of Cariboo, had been studying the direction and trend of the old B. C. vein.

Dr. Skerl cleaned the surface down to a gold vein, and showed the existence of a 90-ft. length of ore, which he reported averaged 2.24 oz. of gold per ton across an average width of 7 ft.

Dr. Burnett states the main discovery is only 120 to slightly over 200 ft. from the "B. C." shaft, and because of this, work will start at once to extend the 100-ft. level to pick up the downward projection of the ore.

Present plans, Dr. Burnett announces, call for hoisting the ore and taking it in trucks to the mill pending the re-opening of the main haulage level. This has caved in in some sections since last work about seven years ago. In 1939 the old B. C. shaft was deepened to 1,000 ft. and cutting six stations for intermediate levels means that the new mine can be opened rapidly.

The examination has revealed a feature that will probably cause the old-time miners remorse if any of them are still around. In drifting west shortly before the turn of the century, work stopped just a few feet short of the high grade ore.

Home Oil Revenue Moves Up $450,000

Production of Home Oil Co. was greater than any other oil company in Canada in nine months ended Sept. 30, 1947, and revenue increased some $450,000 over the similar period of 1946, President Jas. R. Lowery states. Average daily production was more than twice that of any other wells in Turner Valley.

Two wells were completed during the summer and each is producing more oil than any other well in Turner Valley. Four wells are now being drilled and ground work is being carried on for three more, on lands adjoining sites of company producing wells in the northern part of the Valley. The company's initial test in the Leduc area, an offset to Imperial Leduc No. 15, was drilling below 4,328 ft. on Oct. 28. Jointly with Anglo-Canadian Oil Co. and Calgary & Edmonton Corp., Home is drilling a well in Wabamun Lake area, about 30 miles northwest of Leduc field. The three companies are also jointly interested in bringing Alberta Salt Co. into early production.

Home and Royalite Oil Co. are exploring a new structure, comprising some 2,500 acres, immediately west of present producing wells in Turner Valley.

Make Ore News At Duquesne

Important ore news has been made recently at Duquesne Mining Co., and a new ore body of consequence has been located, The Financial Post is informed. The ore zone in the 606 west drift has been also further lengthened.

Detailed results of recent ore news are expected to be released shortly.

Study Mill Situation

Erection of the company's own mill has been recommended by Duquesne's engineers and several mills available are now being investigated.

Factors influencing a decision to erect the company's own mill were the $17.88 a ton average recovery from shipment of 999.53 tons of ore to Consolidated Beattie (with a 95% extraction) and the marked continuity of values found, particularly in the areas between levels. Recovery on ore shipped to the Beattie mill averaged 11% higher that that shown by the average of breast samples from the places where the ore was taken.

HIGHWOOD-SARCEE OILS balance of Oct. 10 installment of 82,500 shares at 15 cents a share has not been exercised and balance of option to Highwood Development has been terminated for default.

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Concord Mines Starts Surface Exploration

An extensive surface exploration and prospecting campaign is getting under way on the 50-claim group held by Concord Mines at Windy Lake, between Chibougamau and Opawica Lake, Que. Supplies and a crew are already on the property and work is designed to follow recommendations of Geologist W. R. Bacon. Chip samples from original work returned up to $10.50 gold across 3 to 4 ft. and copper values from 0.05% to 2.35%, company states.

Information obtained on drilling the 21 claims in Groundhog River area, Ont., is now being correlated and results will be published soon. Concord plans carrying out further exploration of its group in Munro twp., East Porcupine area, Ont., where gold-copper showings were previously obtained.

DISTILLERS CORPORATION—SEAGRAMS LIMITED

(INCORPORATED UNDER THE COMPANIES ACT, DOMINION OF CANADA) AND SUBSIDIARY COMPANIES

REPORT OF DIRECTORS

TO THE SHAREHOLDERS:

Your Directors take pleasure in submitting herewith the Nineteenth Annual Report of the operations of your Corporation and its subsidiaries for the fiscal year ended July 31, 1947, together with the Consolidated Statement of Profit and Loss and Earned Surplus and Consolidated Balance Sheet certified by your Auditors.

FINANCE—The Report of your Directors last year outlined several steps designed to simplify your Corporation's financial structure.

Following the approval of By-Law No. 36 at a Special General Meeting of Common Shareholders held on November 14, 1946, your Corporation redeemed the 121,847 issued and outstanding shares of Cumulative Preferred Stock 5% Series on February 1, 1947. This action reduced the authorized capital stock of your Corporation to 11,500,000 Common shares of a par value of $2 per share Canadian currency of which 8,769,350 shares were issued and remain outstanding at this date.

Consolidated Total Assets exceed $266,000,000. Consolidated Current Assets, including unexpired insurance and other items chargeable to future operations, or a total of $225,168,900 at July 31, 1947, exceeded all liabilities by $92,655,525. The latter position reflects an increase of $17,537,740 over last year.

SALES AND EARNINGS—Consolidated Net Sales of your Subsidiary Companies during the fiscal year totalled $618,135,497.

Consolidated Earnings for the year, after all charges including provision for income and excess profits taxes, totalled $43,112,502. This amount, after deducting dividends paid on the Cumulative Preferred Stock 5% Series, is equivalent to $4.88 per share on the Common Stock outstanding.

During the fiscal year, your United States subsidiaries continued the use of "last-in first-out" inventory accounting.

PRODUCTION AND INVENTORIES—Your Subsidiary Companies have been faced with the problem of rebuilding whisky inventories depleted during the war period when their facilities were directed almost exclusively to the production of war alcohol. With the release of most grains from government control at the end of 1946, it became possible for them to embark on a program of rebuilding their stocks. The high level of grain, barrels and other costs entering into the production of whisky inventories has called for large cash outlays.

DIVIDENDS—Two quarterly dividends were declared and paid during the fiscal year at the annual rate of $5.00 per share in United States currency on the Cumulative Preferred Stock 5% Series. These shares were called for redemption on February 1, 1947. Four dividends, each of 15c. per share Canadian currency, were paid during the fiscal year on the Common Stock.

It will be seen from the attached financial statements that the Consolidated Earnings for the year, after all charges, were substantially in excess of the dividends paid. These profits have, however, been re-invested in the business partly by expenditures for capital requirements but chiefly by substantial additions to the whisky inventories.

Your Directors are of the opinion that it has been in the best interests of your Corporation and its shareholders to so re-invest the earnings of the Corporation and under present circumstances a conservative dividend policy is a sound one from the long term view.

SURPLUS—Consolidated Earned Surplus was increased by $42,968,472 during the fiscal year and amounted to $109,648,490 at July 31, 1947.

Capital Surplus at July 31, 1946 included an amount of $6,065,300 representing purchase and cancellation prior thereto of 60,653 shares of Cumulative Preferred Stock 5% Series. This amount was restored to Earned Surplus during the fiscal year following the elimination of that class of stock from the authorized capital stock of the Corporation.

A balance of $1,886,204 arising from the issuance by the Corporation in June, 1946 of five shares of Common Stock, par value $2.00 per share Canadian currency, in exchange for each share of Common Stock without par value, remains in Capital Surplus.

APPRECIATION—It is with pleasure that your Directors again record their appreciation of the loyal and faithful manner in which all officials and employees of the Corporation and its subsidiaries have performed their duties.

ON BEHALF OF THE BOARD OF DIRECTORS,
S. BRONFMAN,
President.

Montreal, October 31, 1947.

Consolidated Statement of Profit and Loss and Earned Surplus for the Year Ending July 31, 1947

(EXPRESSED IN UNITED STATES CURRENCY—NOTE 1)

Sales, less freight and allowances		$618,135,497
Cost of goods sold		495,224,620
		$122,910,877
Discounts		405,291
Interest income		54,375
Miscellaneous income		184,530
		$123,555,073
Selling, general and administrative expenses	$40,588,919	
Directors' remuneration	22,000	
Remuneration of executives	1,031,090	
Payments to trustees in connection with employees pension plan:		
Executives	136,869	
Others	1,197,664	
Legal fees	407,011	
Interest on debentures and bank loans	1,466,170	
Other interest expense	136,181	
Provision for depreciation (Note 8)	536,045	
Provision for depletion	3,712,663	
Loss on disposal of capital assets, etc.	272,696	49,527,308
		74,027,765
Provision for income and profits taxes	$32,430,958	
Less: Claim for refund of United States excess profits taxes arising from replacement of inventories involuntarily liquidated in prior years	1,515,695	30,915,263
Profit transferred to earned surplus		$ 43,112,502
Earned surplus at July 31, 1946	$66,680,018	
Transfer from capital surplus (Note 7)	6,065,300	72,745,318
		$115,857,820
Dividends on Cumulative Preferred Stock, 5% Series	$ 303,243	
Dividends on Common Stock	5,261,493	
Premium on redemption of Cumulative Preferred Stock, 5% Series	609,235	
Adjustment arising from elimination of a subsidiary company from consolidation	35,359	6,209,330
Earned surplus at July 31, 1947, per balance sheet		$109,648,490

Consolidated Balance Sheet, July 31, 1947

(EXPRESSED IN UNITED STATES CURRENCY—NOTE 1)

ASSETS

Current Assets:			
Cash			$ 33,237,857
Government securities, at cost which is approximately market			303,673
Accounts receivable, after deducting reserves of $3,100,000 for doubtful accounts and allowances			48,393,782
Inventories of whiskies and spirits, other products, raw materials and supplies, at cost (determined in the case of whiskies and spirits of United States companies on the "last-in first-out" method)			140,203,077
			$222,138,389
Sundry Assets:			
Notes receivable from certain officers and directors (Note 2)		$ 682,948	
Refundable portion of Canadian excess profits taxes (estimated)		1,117,000	
Claims for refund of United States excess profits taxes arising from the replacement of inventories involuntarily liquidated		3,858,127	
Sundry investments and advances		1,049,837	6,707,912
Investments in and Advances to Subsidiary Companies not Consolidated:			
Capital stocks, at not in excess of cost (Note 3)		$ 366,613	
Advances		1,118,361	1,484,974
Unexpired Insurance and other Items Chargeable to Future Operations			3,030,511
Standing Timber and Timber Leases, at cost less depletion			4,416,345
Land, Buildings, Machinery and Equipment (Note 4)		$50,305,182	
Reserves for depreciation and amortization		21,496,545	28,808,637
Trade-Marks, Bottling and Blending Rights, Contracts and Goodwill, at nominal amount			1
			$266,586,769

LIABILITIES

Current Liabilities:			
Notes payable to banks			$ 812,500
Accounts payable and accrued liabilities			11,484,475
Twenty Year 2½% Debentures, balance of sinking fund requirement payable June 1, 1948 (Note 6)			699,000
Provision for income and other taxes (Note 5)			39,109,900
			$ 52,105,875
Other Liabilities:			
Notes payable to banks, $26,000,000 in 1952 and $812,500 annually 1949 to 1955		$31,687,500	
Twenty Year 2½% Debentures, Due June 1, 1966, of Joseph E. Seagram & Sons, Inc. (Note 6)		48,000,000	
Provision for liabilities under contracts with certain officers		720,000	80,407,500
Reserves:			
Against possible future inventory price decline		$ 3,000,000	
For contingencies		2,000,000	5,000,000
Capital Stock and Surplus:			
Common stock, par value $2 per share Canadian currency:			
Authorized—11,500,000 shares	$23,000,000		
Issued — 8,769,350 shares		$17,538,700	
Capital surplus (Note 7)		1,886,204	
Earned surplus, per statement attached		109,648,490	129,073,394
Contingent Liability:			
Notes guaranteed	$3,190,017		
			$266,586,769

Approved on Behalf of the Board:
S. BRONFMAN, Director.
H. F. WILLKIE, Director.

Notes to Financial Statements, July 31, 1947

(1) **BASIS OF CONVERSION TO UNITED STATES CURRENCY:**—To express the accompanying financial statements in United States currency, the following general principles of exchange conversion have been applied to the accounts of the Canadian companies—inventories on hand and inventory items included in cost of goods sold have been stated at the rates of exchange prevailing at time of production or acquisition; other current assets, prepaid expenses, other deferred items and current liabilities have been stated at the official rate of exchange at July 31, 1947 of the Foreign Exchange Control Board, Ottawa, Canada; fixed assets, fixed investments and capital stock have been stated at rates of exchange prevailing at time of acquisition or issue; items of profit and loss, other than inventory items, have been stated at the official rate of exchange prevailing during the year.

(2) **NOTES RECEIVABLE FROM CERTAIN OFFICERS AND DIRECTORS:**—The amount of $682,948 represents receivables from certain officers and directors in respect of the sale to them by Joseph E. Seagram & Sons, Inc., at cost, of 32,700 shares of Distillers Corporation-Seagrams Limited common stock. These shares, which had an aggregate quoted market value at July 31, 1947 of $515,000, are held as collateral to the receivables.

(3) **INVESTMENTS IN SUBSIDIARY COMPANIES NOT CONSOLIDATED:**—The investments in subsidiary companies not consolidated include shares of wholly owned subsidiaries in Scotland and Jamaica, B.W.I., the accounts of which because of foreign exchange regulations restricting the use of their funds to the sterling area have not been consolidated. Based on information now available, the total equity in the net assets of all subsidiary companies not consolidated is in excess of the amount of the investment at July 31, 1947 by approximately $2,500,000 including $2,300,000 being equivalent to approximately £580,000 at the official rate of exchange. No dividends were received from these companies during the year.

(4) **LAND, BUILDINGS, MACHINERY AND EQUIPMENT:**—Land, buildings, machinery and equipment are carried generally at cost. The cost of certain properties acquired on November 6, 1943 from Frankfort Distilleries, Incorporated is based upon depreciated reproductive appraisal value of $5,653,595, as indicated by an appraisal made by the American Appraisal Company for insurance purposes at November 30, 1942.

(5) **PROVISION FOR INCOME AND OTHER TAXES:**—The income tax returns of the companies for various fiscal periods ending July 31, 1942 to July 31, 1947, reflecting in the case of the returns of the United States Companies for the last five years the use of the "last-in first-out" inventory method, are subject to review and final settlement with the tax authorities. In the opinion of the management, adequate provision has been made in the accounts for income and profits taxes which have not been finally settled.

(6) **SINKING FUND PROVISIONS UNDER DEBENTURE INDENTURE:**—The Indenture covering the Twenty Year 2½% Debentures, Due June 1, 1966, of Joseph E. Seagram & Sons, Inc., a wholly owned subsidiary company, provides for a sinking fund to retire through purchase or redemption $2,000,000 principal amount of such debentures by June 1, 1948 and the same amount on each June 1 thereafter, until fully retired.

(7) **CAPITAL SURPLUS:**—During the year ending July 31, 1947, the reduction of the company's capital by the redemption of its Cumulative Preferred Stock, 5% Series was confirmed by Supplementary Letters Patent and the amount of $6,065,300, appearing in the balance sheet at July 31, 1946 as capital surplus arising from the purchase and cancellation of Cumulative Preferred Stock, 5% Series, was transferred to earned surplus. The balance of $1,886,204 remaining in capital surplus account arose from the issue during the year ending July 31, 1946 of five shares of Common Stock, par value $2 per share Canadian Currency, in exchange for each share of Common Stock without nominal or par value.

(8) **PROVISION FOR DEPRECIATION:**—Depreciation provided during the year amounted to $1,922,960 of which $1,386,915 has been charged to cost of production and $536,045 as shown in the accompanying statement. This provision was computed on the basis of rates being used for income tax purposes, such rates being lower than those used in the provisions of prior years.

Auditors' Report to the Shareholders:

We have examined the consolidated balance sheet of Distillers Corporation-Seagrams Limited and its subsidiary companies as at July 31, 1947, and the consolidated statement of profit and loss and earned surplus for the fiscal year ending on that date, and we have obtained all the information and explanations which we required. Our examination was made in accordance with generally accepted auditing standards applicable in the circumstances and included such tests of the accounting records and other supporting evidence and such other procedures as we considered necessary.

We report that, in our opinion, the above consolidated balance sheet and the related consolidated statement of profit and loss and earned surplus, supplemented by the notes appended, are properly drawn up so as to exhibit a true and correct view of the state of the combined affairs of Distillers Corporation-Seagrams Limited and its subsidiary companies as at July 31, 1947, and the results of operations for the year ending on that date, according to the best of our information and the explanations given to us and as shown by the books of the companies and in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

In accordance with the requirements of Section 114 of The Dominion Companies Act, we report that the earnings of the subsidiary companies not consolidated are not included in the accompanying financial statements.

PRICE, WATERHOUSE & CO.,
Auditors.

Montreal, Canada, October 14, 1947.

LONDON CALLING—By Adelphi

M. P.'s "Rationed" at Royal Wedding; Cripps Chills House With Tory Talk

LONDON—A lot of estimable men and women are very disappointed. I refer to the members of the House of Commons and their wives. At the coronation, every M.P. and his wife were invited and there never was such a scramble for court dress. The Lords were invited, also, on that occasion, and they turned up en masse in their robes and coronets and evening dress to add to the glory of the scene.

All this was made possible by the building of stands in the Abbey to seat 10,000 people. But now the spirit of austerity is on the land, with many foolish but well-meaning voices saying that it is wrong to expend money, materials and manpower on making a spectacle of the royal marriage.

So it was decided that there would be no stands built at all and that Westminster Abbey would be left as it is. Therefore a strictly limited number of invitations were issued to M.P.'s according to party strength in the House of Commons. The Liberals got five, the Tories about 60 and the Socialists 120. Some of the invitations are for the M.P. and his wife, and the rest just singles. Each political party arranged a ballot among its members, but for the losers—not all the king's horses or all the king's men could get them into the Abbey.

Which is all very sad, especially for the wives of Socialist M.P.'s who had no chance to attend the coronation because their party was so small at that time. The rest of the nation, however, has taken this rationing of M.P.'s with resignation and even a certain amount of satisfaction.

One of the points which will have to be settled is what title to bestow upon the bridegroom. At the present moment he has no title and even in these days we cannot have (in case there are children) the heir to the throne being a commoner. Following the precedent in the case of Queen Victoria's consort, the King will probably make Philip Mountbatten a Royal Prince.

Lone Communist Deplores Wedding

When Parliament opened, Mr. Attlee moved that a message of loyal congratulation be sent to Princess Elizabeth, which was supported by Mr. Churchill as Tory Leader and by Mr. Clem Davies as Leader of the tiny Liberal Party. The House was crowded; and as frequently happens when the House is full, Mr. Willie Gallacher, the Communist member for East Fife, felt constrained to speak. He thought that it was all wrong that we should congratulate Princess Elizabeth on marrying a young man with such shady antecedents as the Greek royal family. Democrats in Greece were being persecuted, imprisoned, tortured and executed and yet we were rejoining because the Princess was marrying a Greek royalist. Gallacher did not actually say so, but he rather implied that Prince Philip had something to do with it all.

The House of Commons insists upon any member being allowed to express his views, no matter how unpopular; but they did not hide their disgust that Gallacher should choose such a moment to give tongue.

• • •

Before the war Gallacher was a popular figure in Parliament. He has a Scottish wit and a Scottish accent which go admirably together, and his position of splendid isolation as the sole Communist and, therefore, the leader of a party of one, appealed to the sportsmanship of the tolerant Tories.

But in the 1945 general election, the strength of his party was doubled; a rather odd young man named Piratin was returned for an East End London constituency. Since then Gallacher has grown increasingly bitter. I merely mention this as a possible explanation for his bad manners over the royal marriage.

Everyone here is delighted at the proposed invitation for the royal pair to visit Canada next year. If this comes about, I hope that they will have a chance to go sailing on some of Canada's lakes. They might even sail around Toronto's Centre Island and end up at the Royal Canadian Yacht Club. Certainly the King and Queen would be in favor of such a visit. They have never forgotten their "second coronation" when Canada took them to their hearts.

Attlee, Cripps Split On Steel Nationalization?

While the wedding absorbs much of our interest, the political situation becomes increasingly urgent and engrossing. Mr. Attlee and Sir Stafford Cripps both made momentous speeches in the first week of the session and political experts are saying that Cripps' speech is an open challenge to Attlee's leadership.

In a normal Government, I would agree that this was so; but Socialist Ministers frequently make speeches which would indicate that it is all their own work. Mr. Attlee declared that the Government would definitely nationalize steel in this Parliament. In order to rescue this vital industry from the inept hands of private enterprise (not Mr. Attlee's words, but obviously his meaning) the Government would clip the powers of the House of Lords, so that they could not block the measure. If the Government were denounced for creating national disunity then it would have to be denounced; but it would rest with the Lords to exaggerate this wild measure into a major issue.

Two days later Sir Stafford Cripps spoke to a House crowded to the doors. Choosing his words meticulously, he declared that the steel industry was setting an example to the whole nation. In many cases it was working seven days a week, and its output was rising steadily. Still speaking with a careful selection of every word, he said that no man had a right to do anything which would hamper the unification of the national effort or the unity of the nation.

He spoke for nearly two hours, and in that long period did not utter a single sentence which could not have come from the lips of a Conservative Prime Minister. Not once did he refer to the workers without the management. The Socialists behind him were admiring and worried. They were proud of his Parliamentary performance but chilled by his lack of partisanship.

• • •

The strategic position of Cripps is now very powerful. He is the one Minister who could bring down the Government by resigning. He has by-passed Ernie Bevin and left Herbert Morrison far behind. Yet he has no Trade Union backing nor Co-operative support. He is a lonely figure, the descendant of solid county yeoman stock that became almost aristocrats—for was not his father a peer, and did not his brother Freddie marry a Duchess of Westminster? But there Stafford stands, by sheer force of character and ability with all the vast, vested interests of the Left at his mercy.

Who says that life in Britain is dull?

• • •

Irish Whimsy, U. S. Jokes Don't Register in London

The dramatic critics had a night out at the expense of "Finian's Rainbow," which tried to repeat the success of "Oklahoma" and "Annie Get Your Gun."

The English are definitely allergic to Irish whimsy, nor do they find jokes about the Republican party in the United States either understandable or side-splitting. I have never heard such a silence as that which greeted the unfortunate players on the first night. I am afraid that the Rainbow will not linger long over London but will follow "The Voice of the Turtle" which cracked here with embarrassing suddenness.

There are three or four things in which the English are deeply and magnificently disinterested and it would save an awful lot of heartbreak if Broadway would memorize the list:

1. The love affairs of a bobby soxer.
2. The little people of Ireland who live in the trees and only come out to dance on a moonbeam.
3. Whimsy.

I do not defend this, nor apologize for it, but merely put it on record. A play like "Kiss and Tell," which was an enormous success in America, is lucky if it lasts until the end of the week in London. The British idea of a 15-year-old girl is that she should wear a semiconvict uniform at school, acquire blue knees by playing ground hockey for her school and only meet her brothers' lordly boy friends "during the hols."

And I must say that I think there is a lot to be said for it.

City May Buy N. B. Power Co.

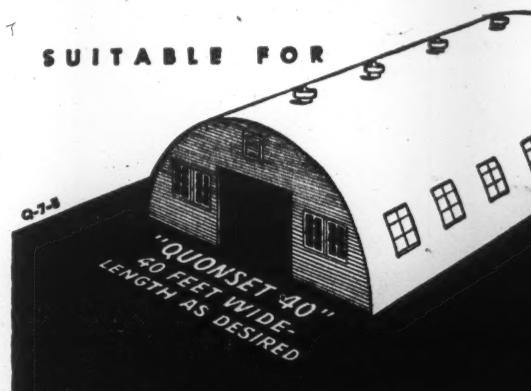
MONTREAL (Staff) — According to reports the Saint John City Council will ask the New Brunswick Legislature at its next session for permission to purchase the property of the New Brunswick Power Co.

It is stated that the city would take over all of the Company's assets including the generating plant, distribution system, transportation system and gas plant. Under the terms of a contract which was drawn up between city and New Brunswick Power in 1945, the city could expropriate the assets of the transport system paying the amount of book value of assets plus 10%. It has not been stated whether the same or similar basis of settlement would apply were the city to take over the entire assets of the company. As at Oct. 31, 1944, total assets were shown at $5,370,197.

Power output of N. B. Power in recent years has run between 37 and 40 million kwh. The company has water rights and property estimated as capable of producing 12,000 kw. The gas plant has a daily output capacity of 150,000 cu. ft. The transportation system comprises from 20.2 miles of track in Saint John and district.

Funded debt of N. B. Power at October 31, 1944, consisted of $300,000 of 4% serial bonds due June 30, 1945-50 and $1.2 million 4½% sinking bonds due June 30, 1964.

Outstanding capitalization comprises $1 million 5½% noncumulative redeemable first preferred, $350,000 6% noncumulative redeemable second preferred and 30,000 common shares, NPV.



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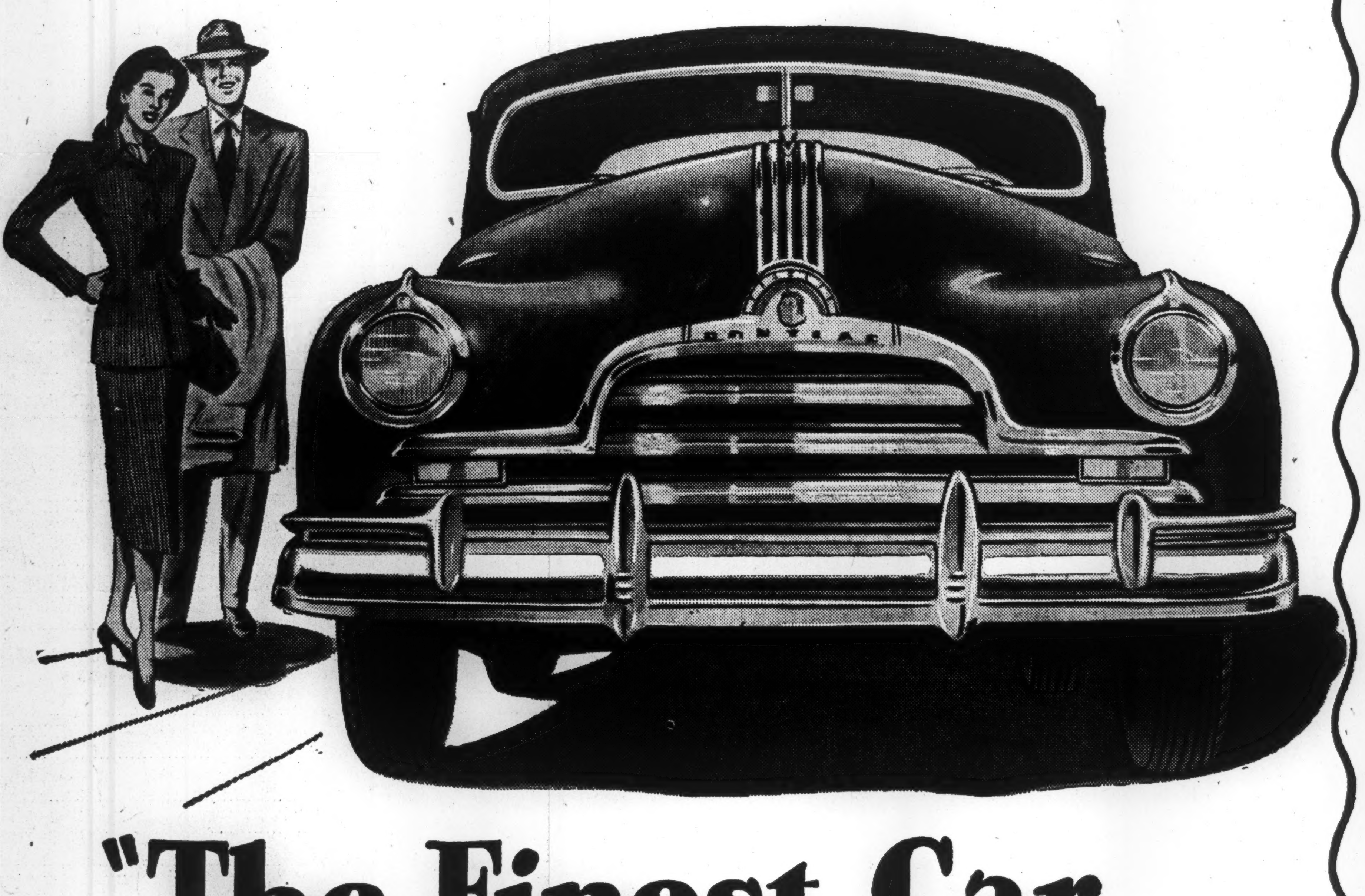

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The stack of orders piled up for the new Pontiac are gratifying testimonials to the quality and beauty of this finest of the famous Silver Streaks. Unfortunately, so many orders also mean that many who choose Pontiac must wait. So if your car-wise head and heart say 'Pontiac' ... your present car will give you better, safer service while you wait if you have it serviced by your Pontiac dealer.

A PRODUCT OF GENERAL MOTORS

• *"The writer has driven his new Pontiac over 10,000 miles without having any need for other than the 2,000 and 5,000 mile check-over. It's as quiet and smooth as the day it was driven out."*
W. R. Shone,
President, Sturgeons Ltd.,
Toronto, Ontario.

• *"Our many drivers have only compliments to express when speaking of our Pontiac cars. The steering ease and driving comfort over cobblestone roads and narrow winding streets makes driving a pleasure."*
A. Gagnon,
Quebec, P.Q.

• *"I feel I have the best car in the low-price class for appearance, comfort, dependable performance, and economy of operation. I feel right up with the leaders, and for economy of operation my Pontiac beats any car I have driven."*
K. H. Larsen,
Truro, N.S.

• *"The new Pontiacs have demonstrated to us, without any doubt, to be the complete answer to our aim to provide good reliable automobiles to our many satisfied U-drive clients."*
Andrew L. Grasse,
Andy's Service Taxi & U-Drive,
Fort William, Ontario.

• *"As a motor mechanic familiar with all cars, Pontiac's powerful but quiet L-Head engine is my choice."*
A. Brown,
Regina, Sask.

• *"I am a farmer and I find that my new 1947 Pontiac model gives me perfect riding on all kinds of roads and in all kinds of weather. The large trunk space gives me plenty of room for all my produce."*
Michael Klaibes,
Medicine Hat, Alta.

• *"The 1947 Pontiac Six Sedan which I purchased from you has now travelled 21,350 miles in taxi service. In my opinion it combines more power, safety, comfort, style and durability than any other car in the low-price field."*
James Rivers,
Chatham, Ontario.

• *"During the past I have driven several makes of cars, but I find my new Pontiac beats them all for a really comfortable and luxurious ride. I feel Pontiac is the best buy of all."*
Murray F. McLean,
Truro, N.S.

• *"I have had a number of different cars in my taxi business but none that gives me the satisfaction of my 1947 Pontiac. Pontiac's powerful 90 horsepower L-head engine and straight stop brakes are very important in my business."*
Alex Ott,
Medicine Hat, Alta.

• *"I have no hesitancy in recommending Pontiac as the outstanding low-price car of the year."*
Murray J. Wetherald,
Dresden, Ontario.

• *"Truly Pontiac has finger-tip steering. I've never had a car handle as easily."*
H. Bennett,
Regina, Sask.

• *"We have several 1947 Pontiac cars, each of which has been driven more than 9,000 miles, and which have given extraordinary performance. In other words, they offer the same quality as much higher priced automobiles."*
G. Gendron,
Beauharnois, P.Q.

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